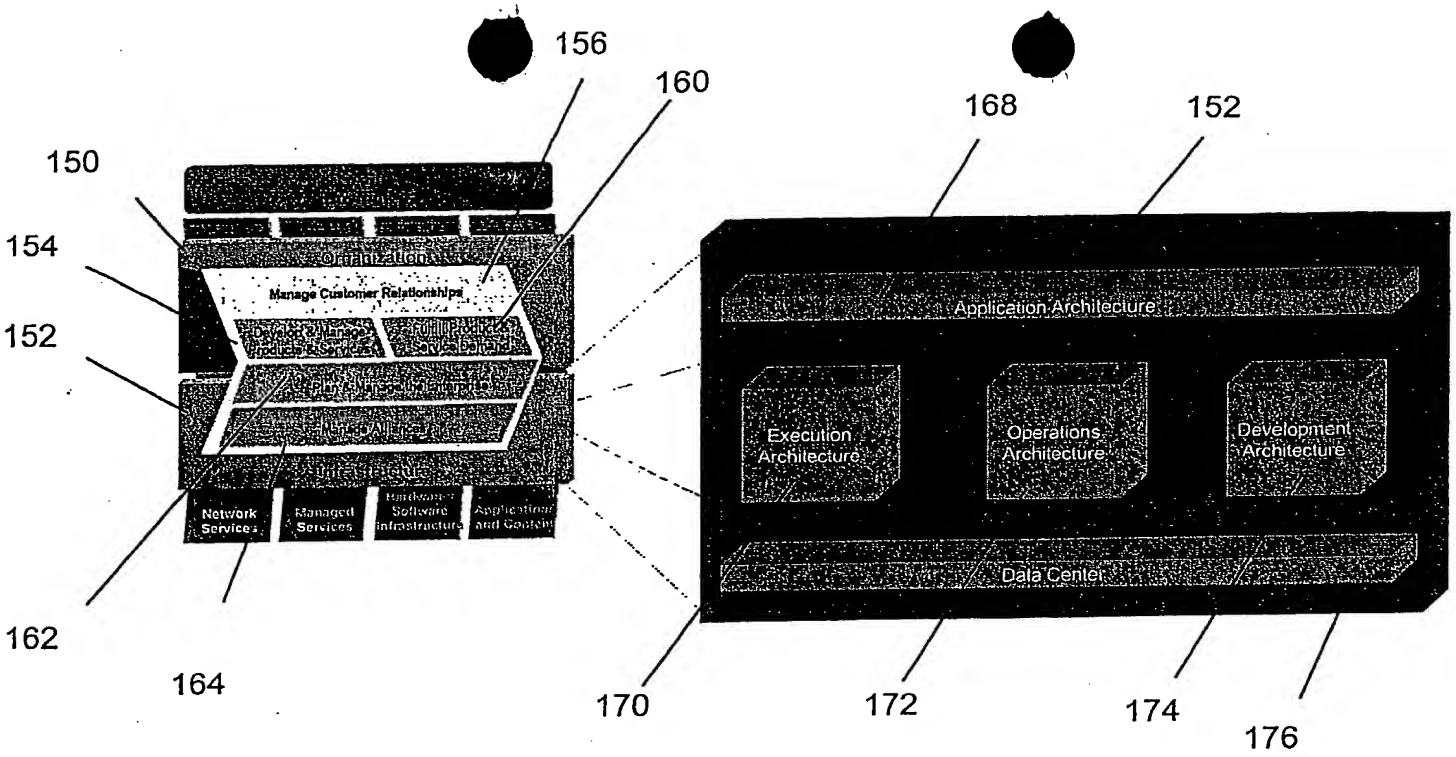


Figure 1A

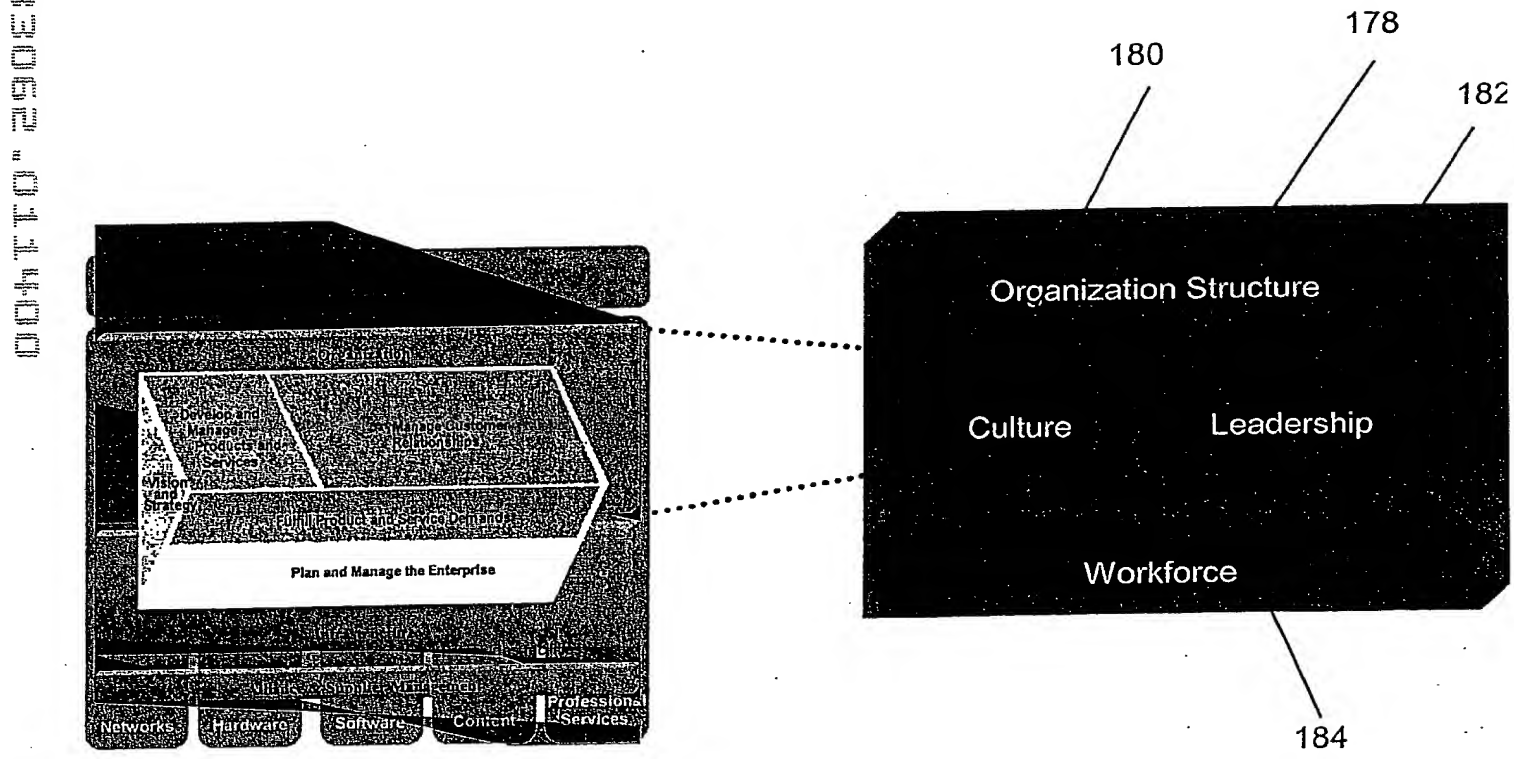


Figure 1B

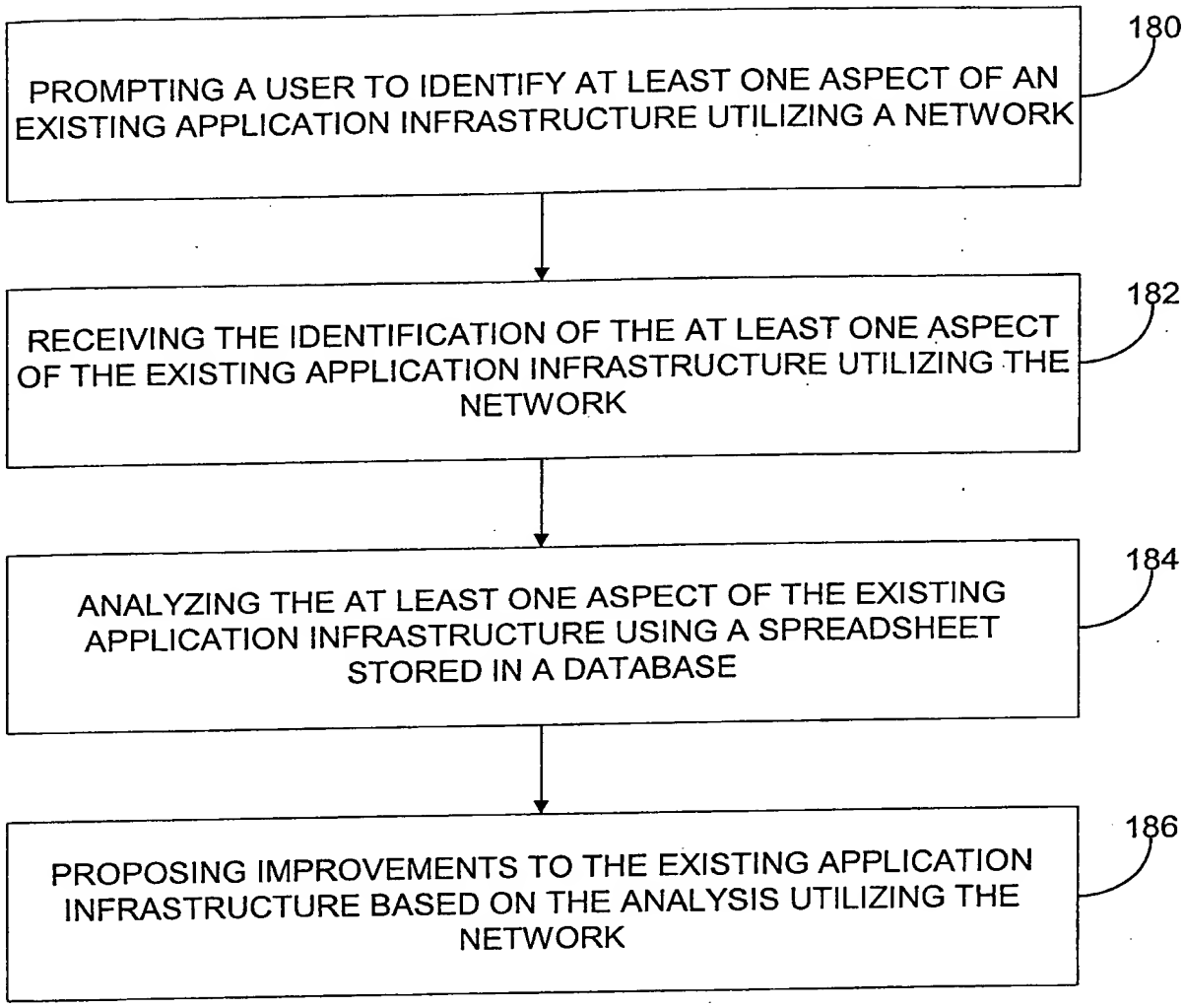

PROMPTING A USER TO IDENTIFY AT LEAST ONE ASPECT OF AN EXISTING APPLICATION INFRASTRUCTURE UTILIZING A NETWORK
180
RECEIVING THE IDENTIFICATION OF THE AT LEAST ONE ASPECT OF THE EXISTING APPLICATION INFRASTRUCTURE UTILIZING THE NETWORK
182
ANALYZING THE AT LEAST ONE ASPECT OF THE EXISTING APPLICATION INFRASTRUCTURE USING A SPREADSHEET STORED IN A DATABASE
184
PROPOSING IMPROVEMENTS TO THE EXISTING APPLICATION INFRASTRUCTURE BASED ON THE ANALYSIS UTILIZING THE NETWORK
186

Figure 1C

00hTT0" 290E8h60

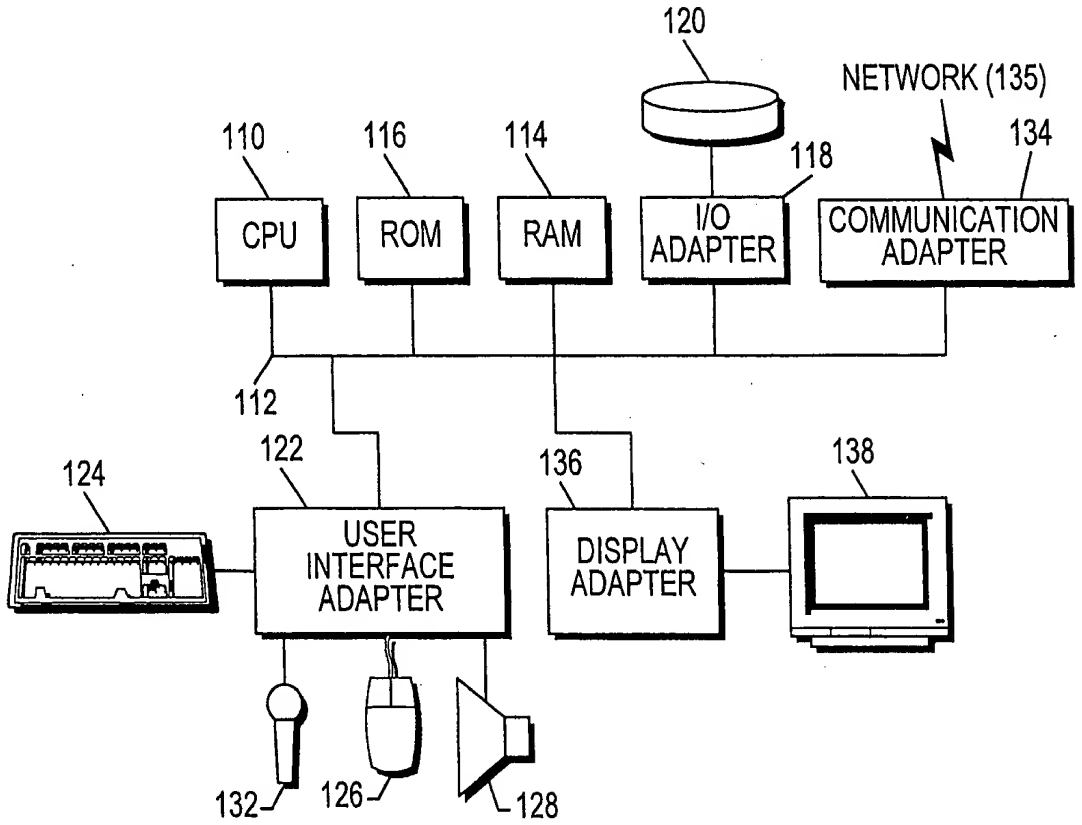
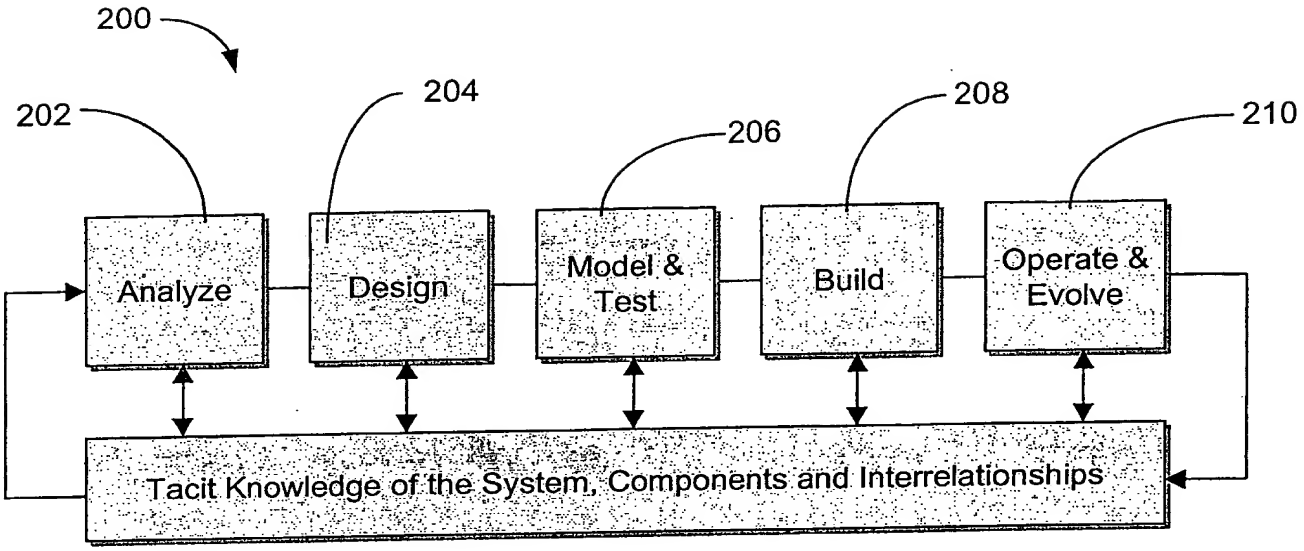


Figure 1



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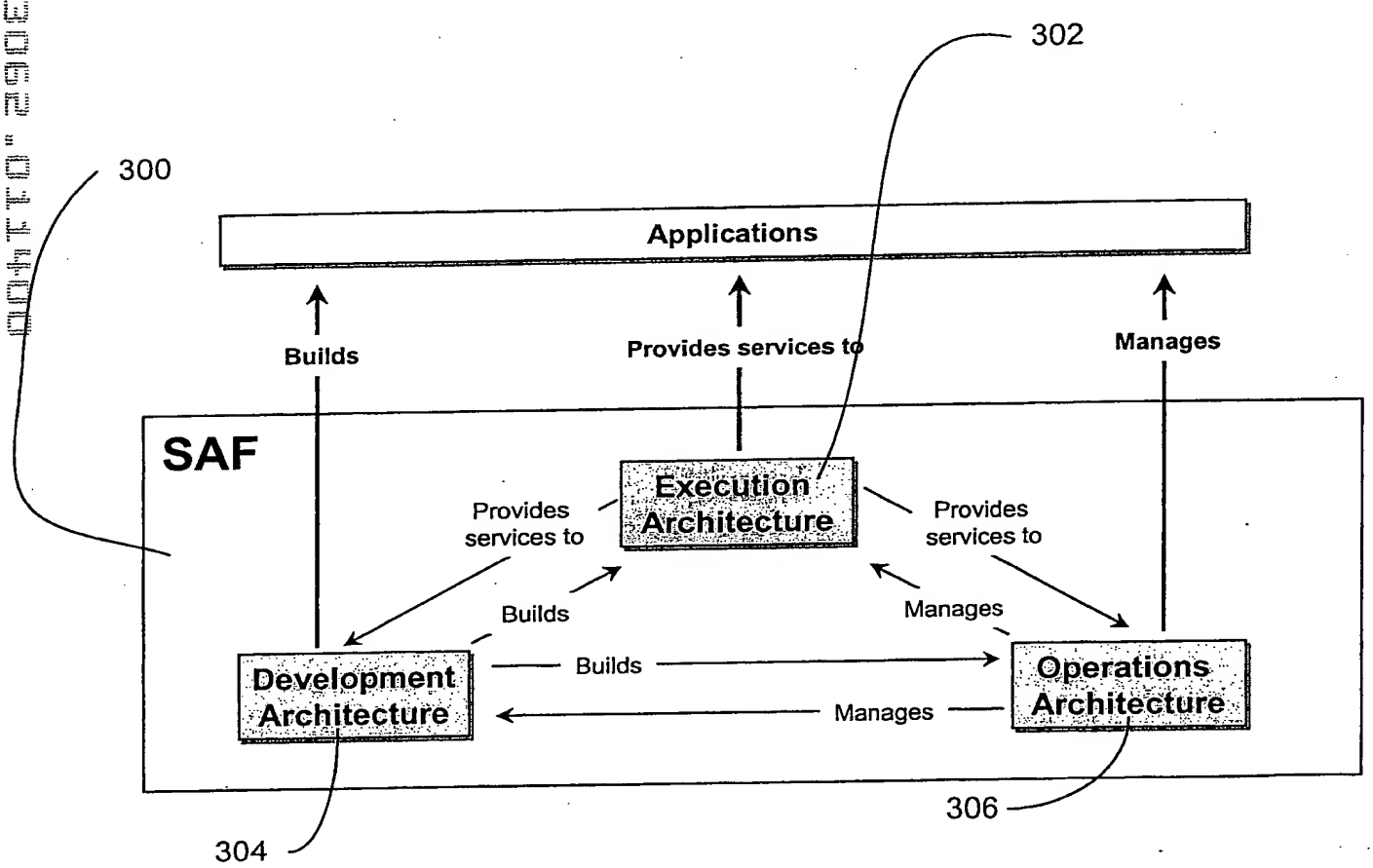
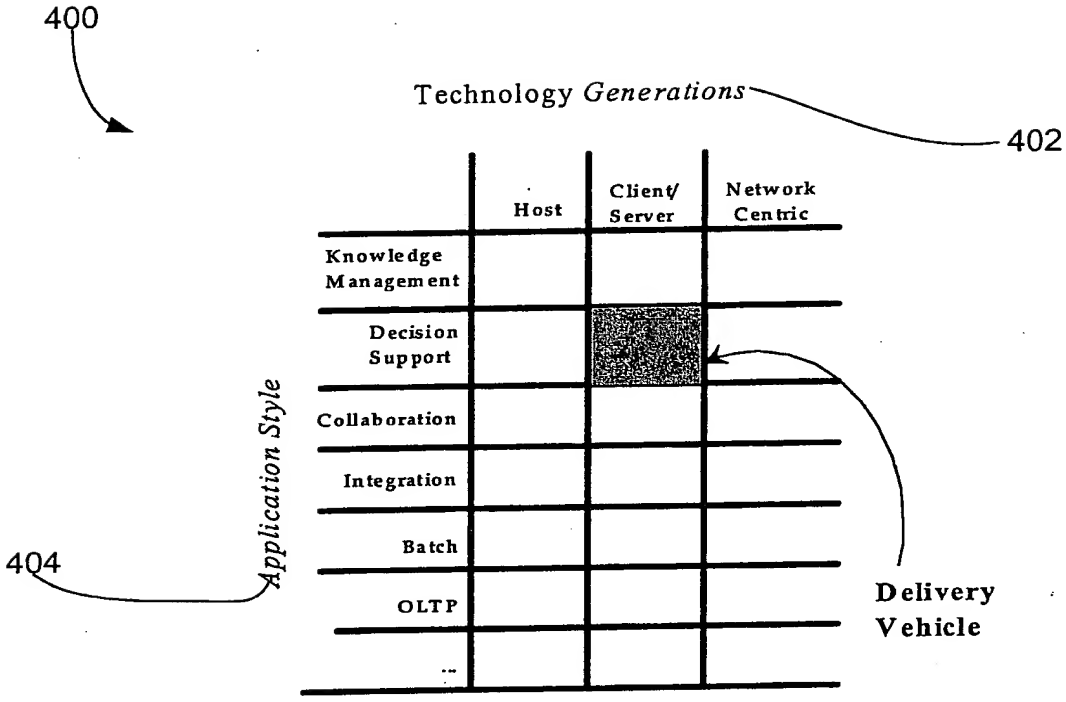


Figure 3

004-1400-2503848960



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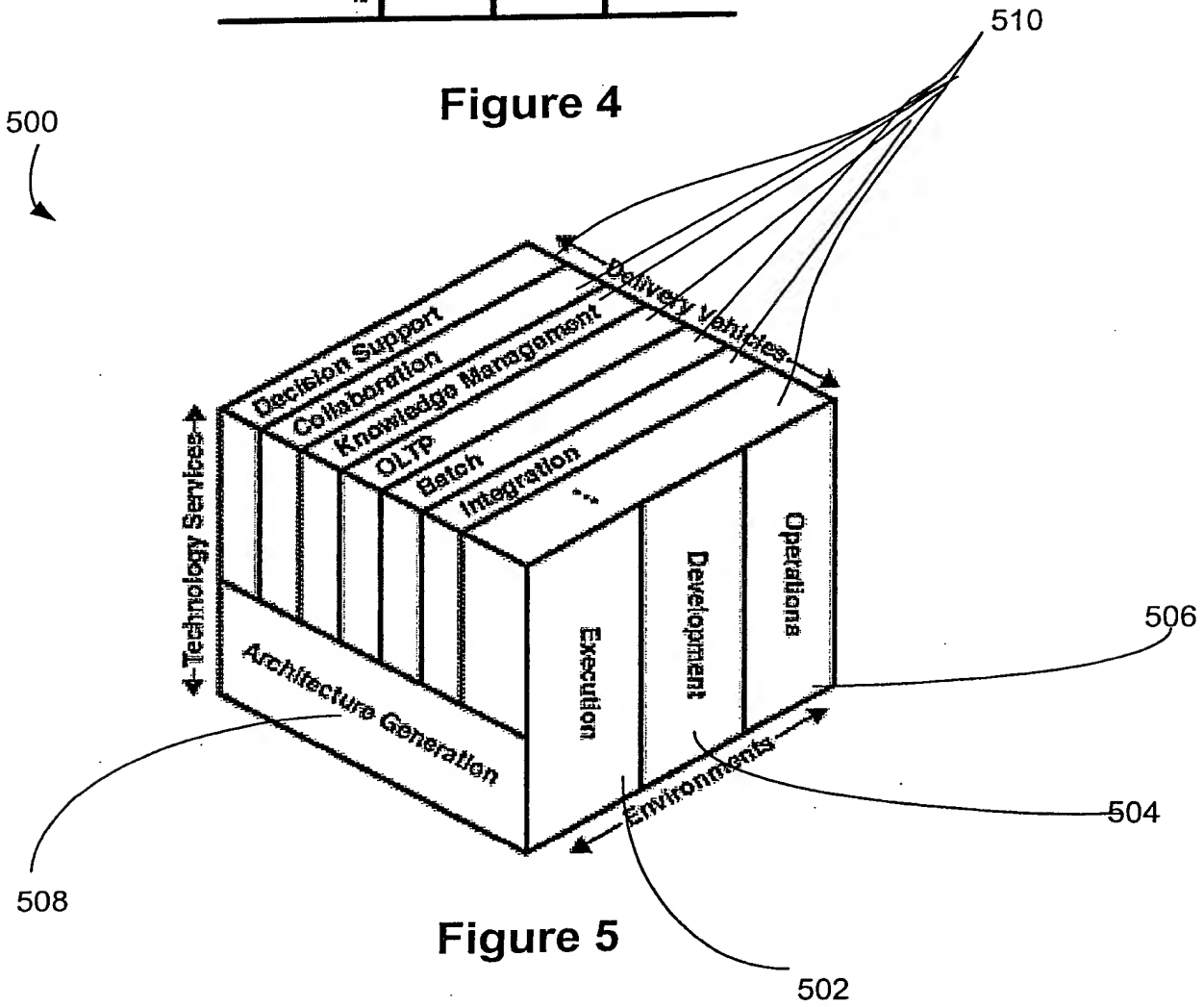

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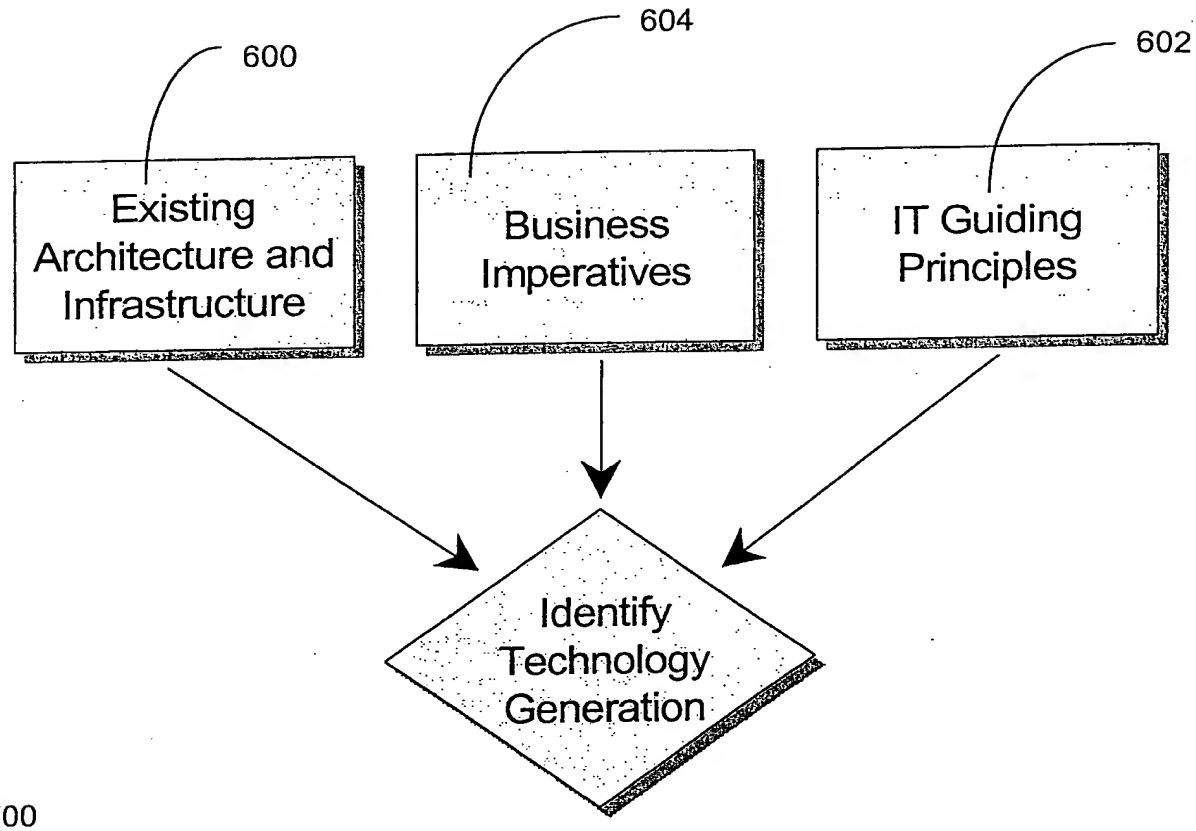

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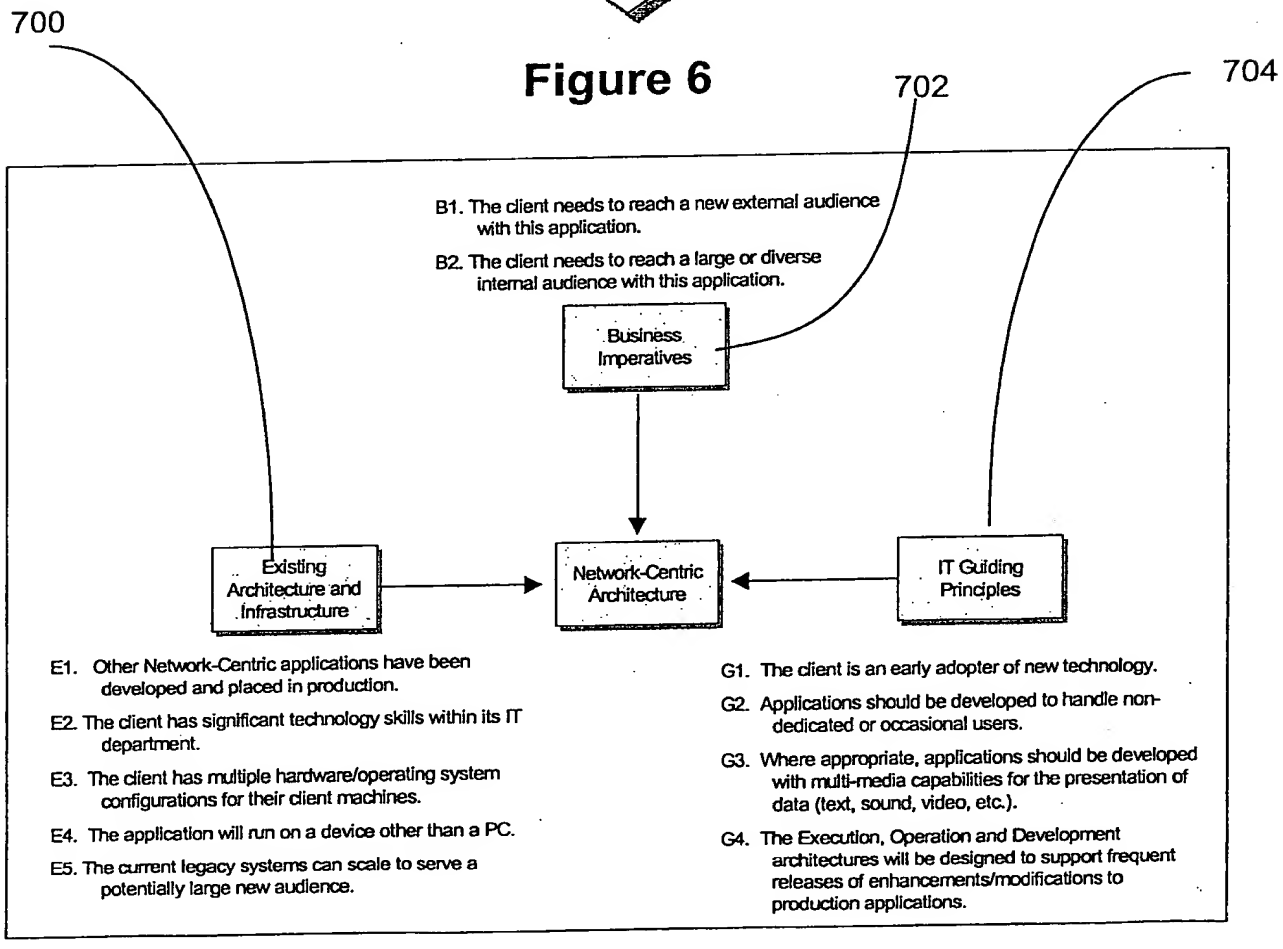
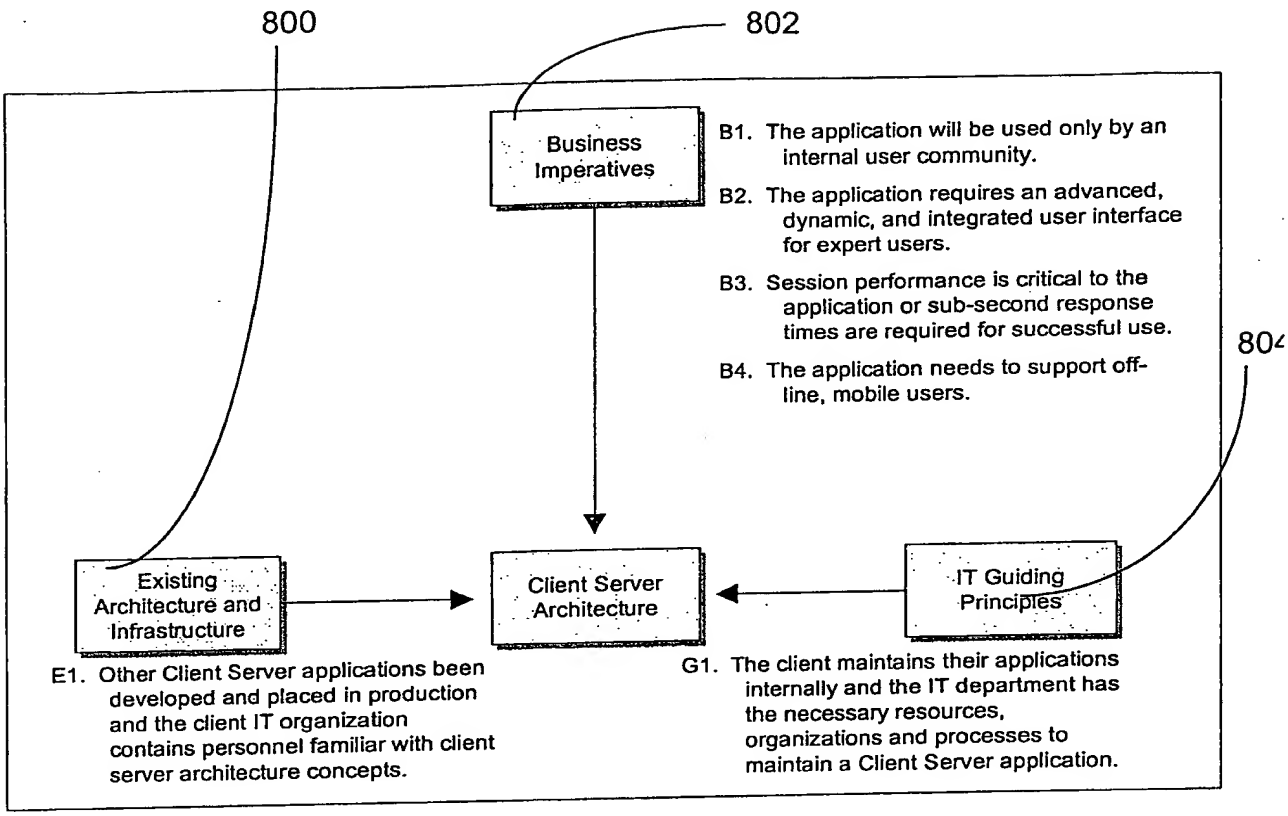


Figure 7

09418305 - 250302



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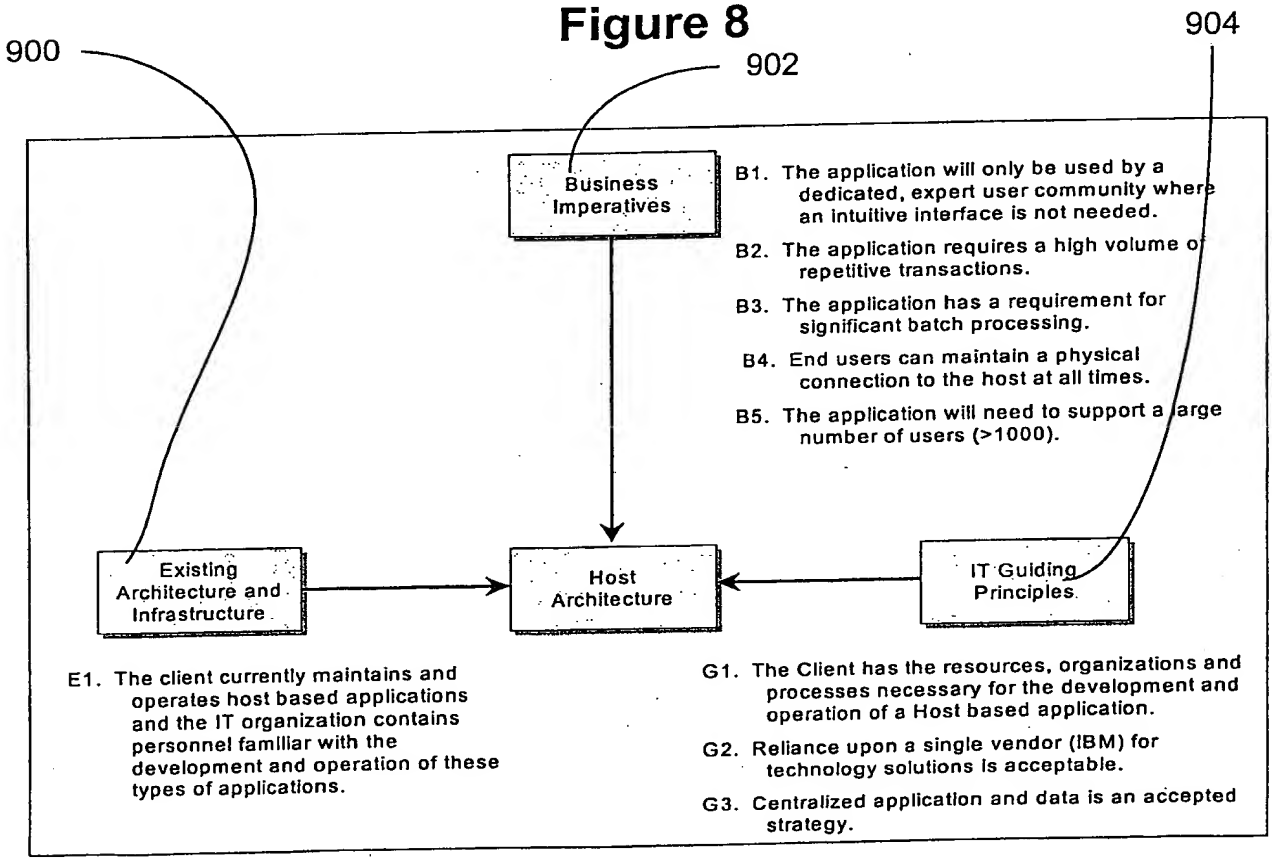
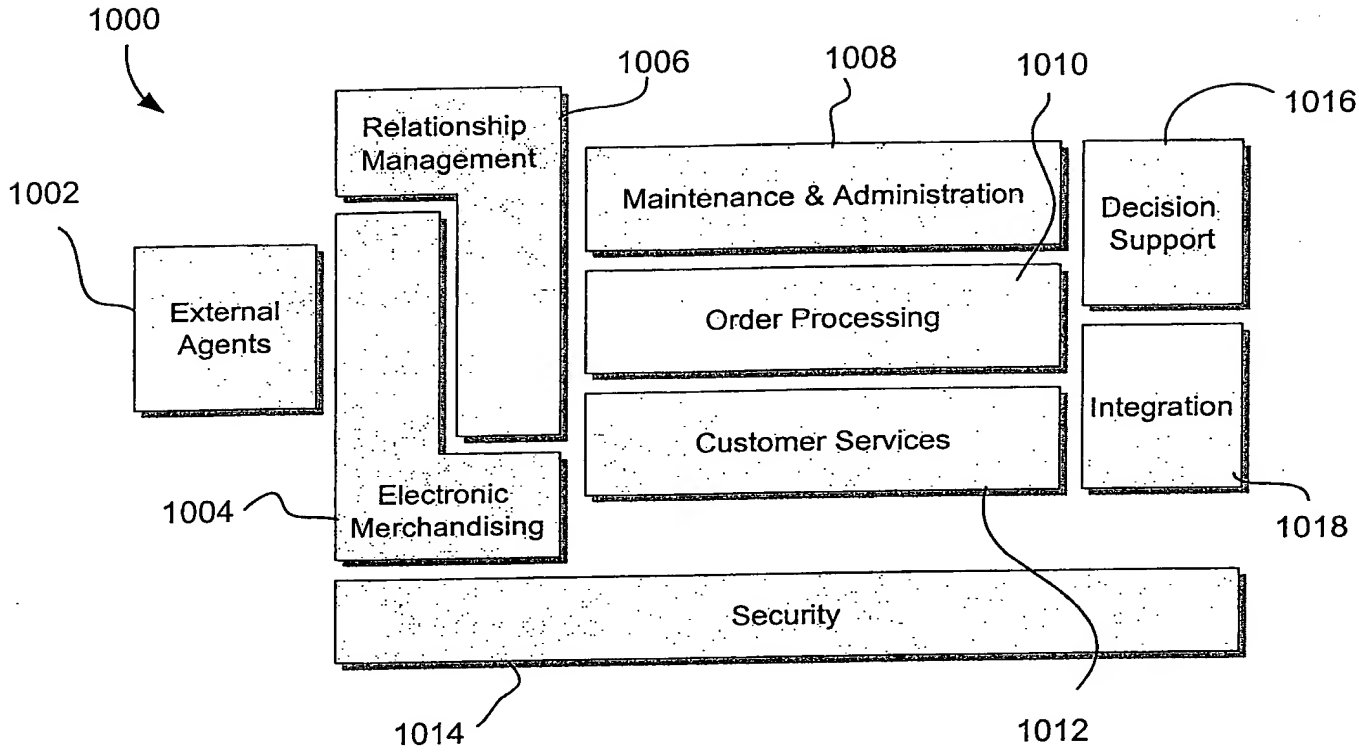


Figure 9

09470-2360-US

09483062 - 011400



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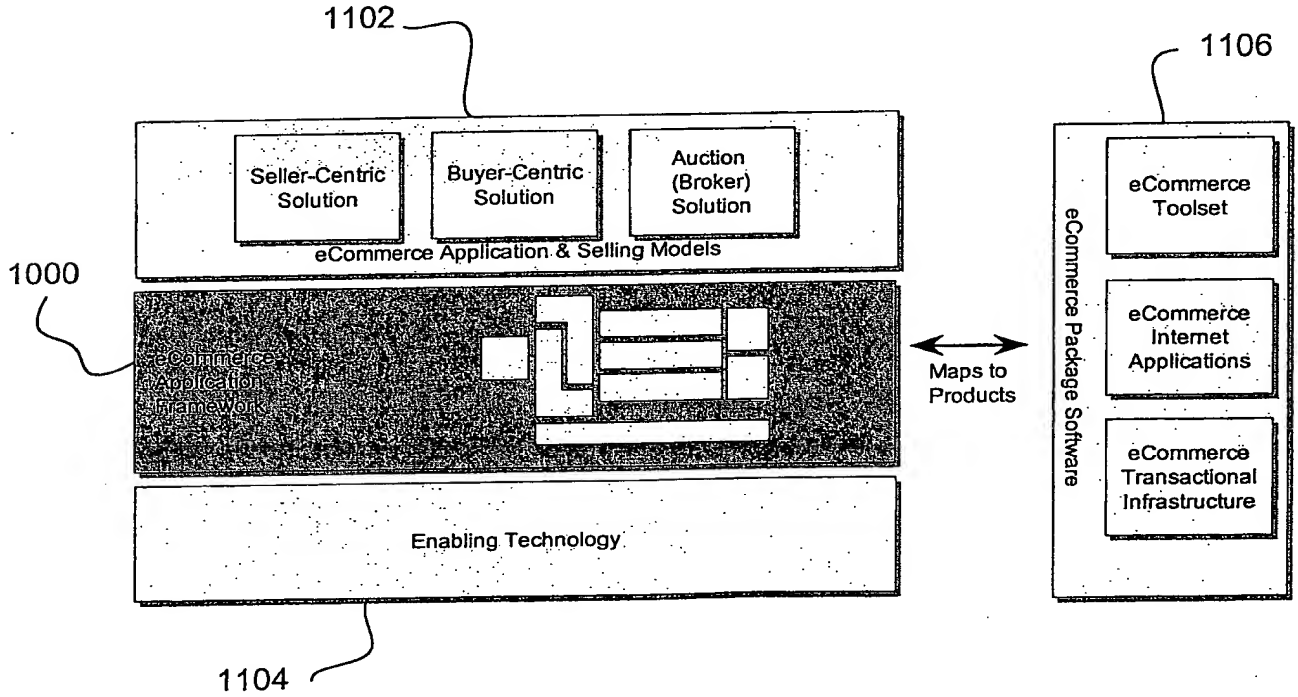

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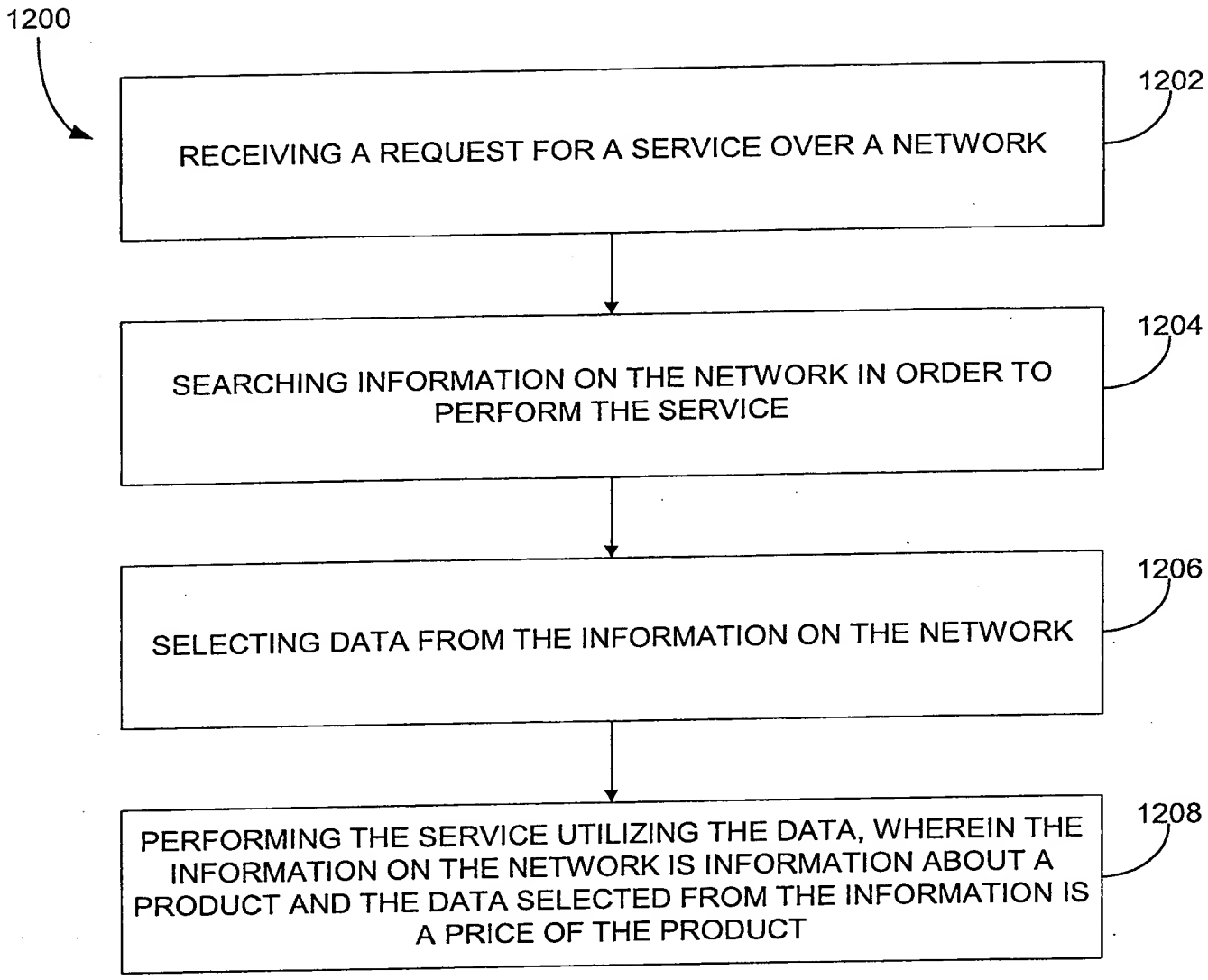
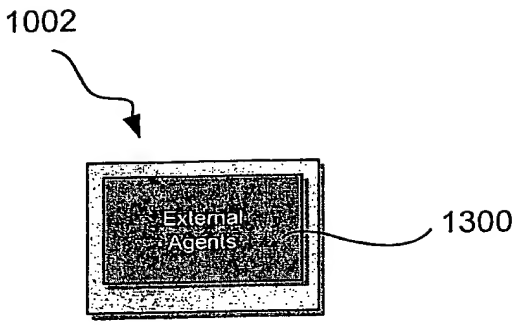


Figure 12

09483062 - 041400



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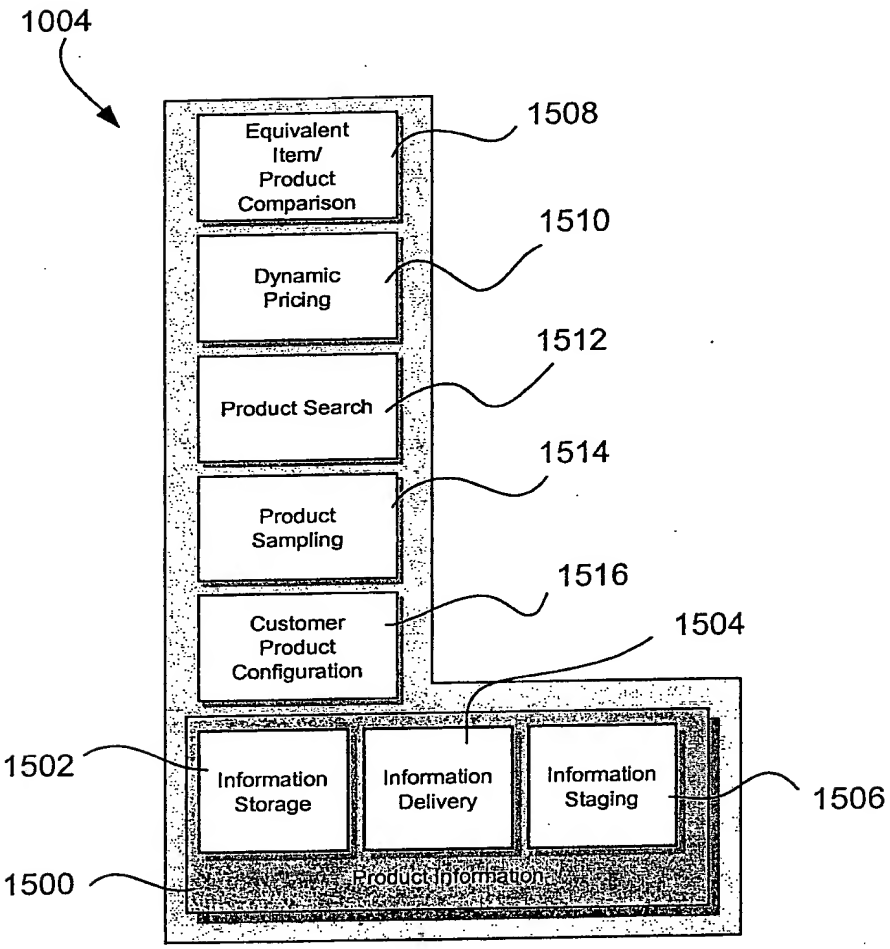

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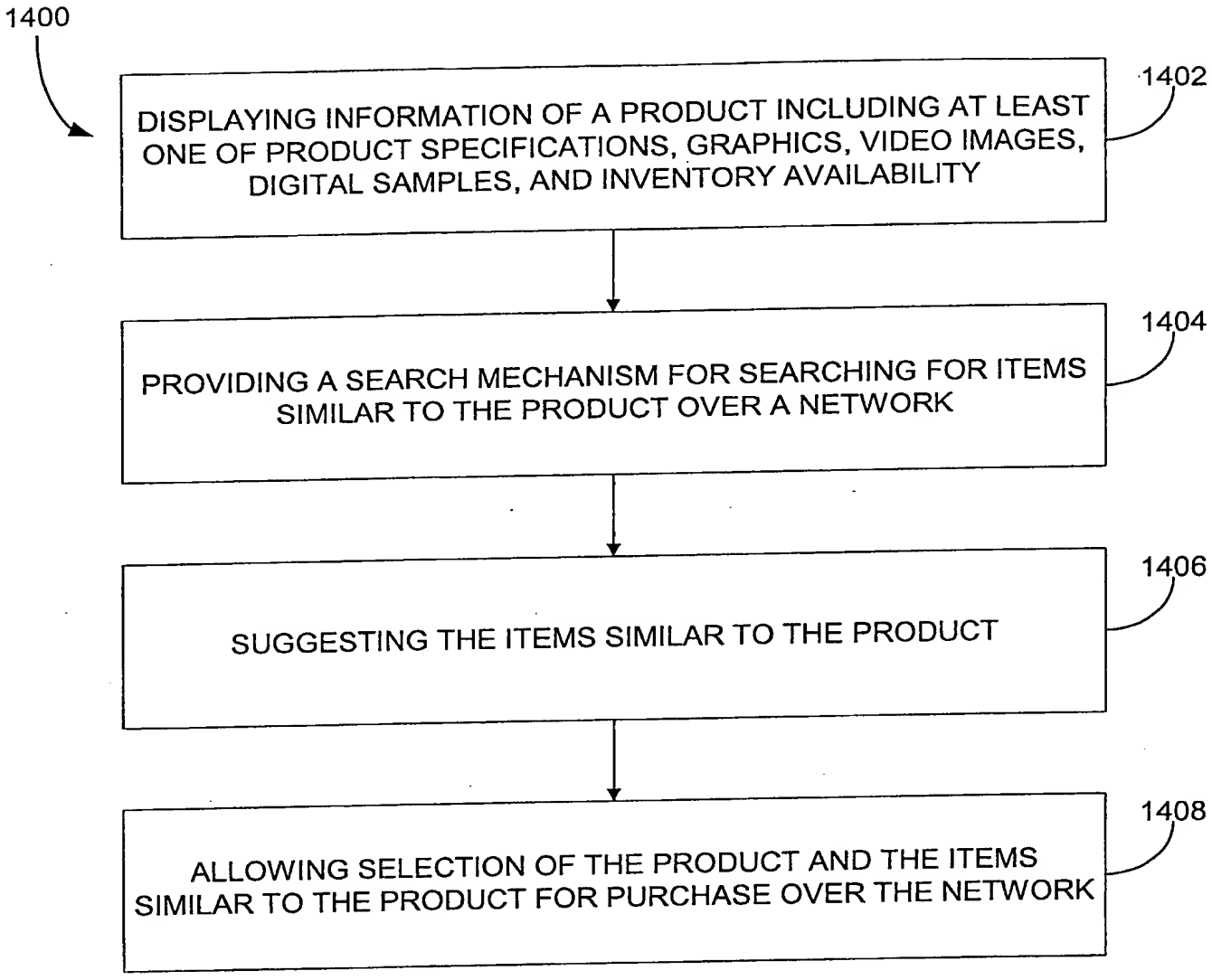


Figure 14

0049-1401-2005-0949-0

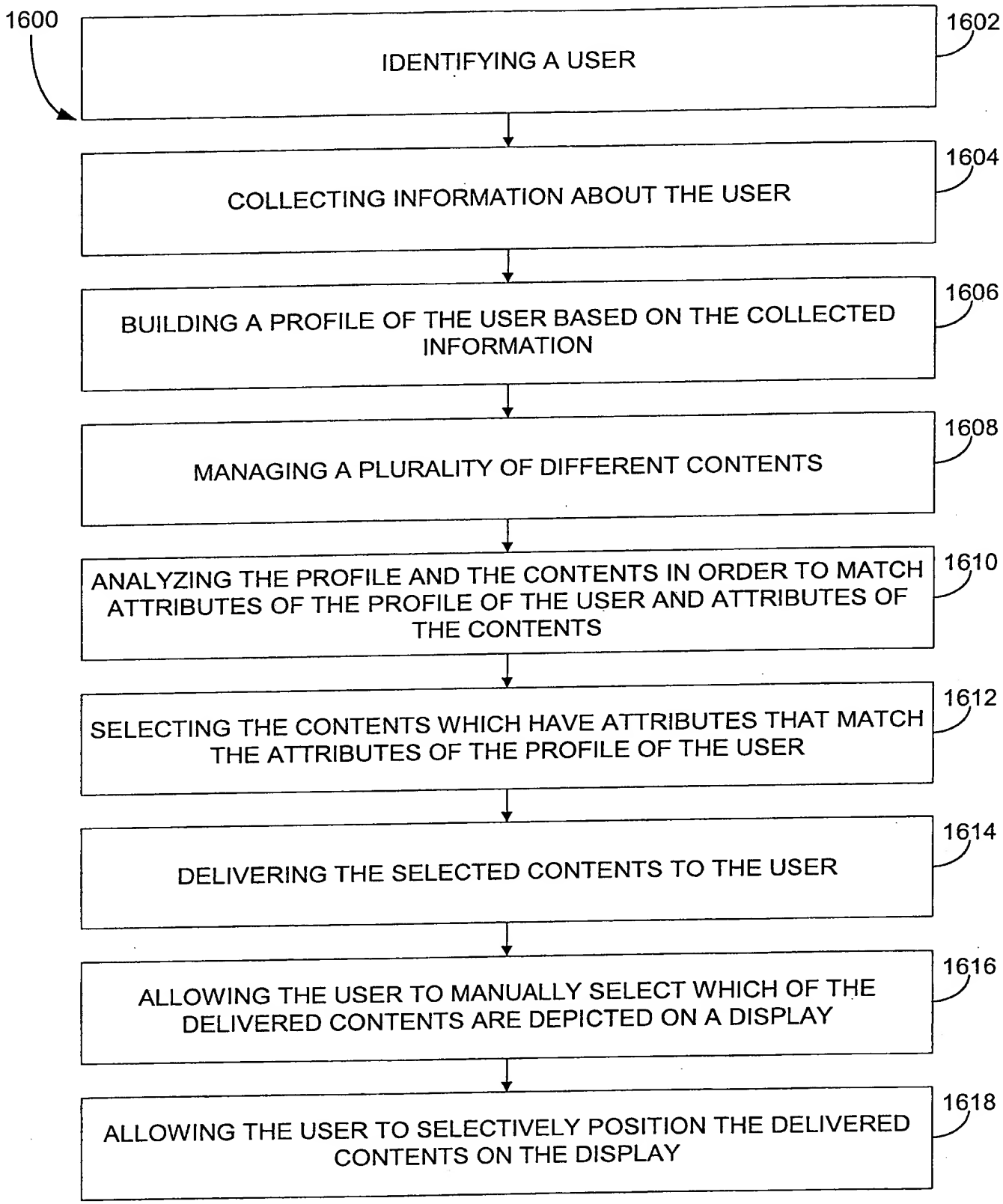
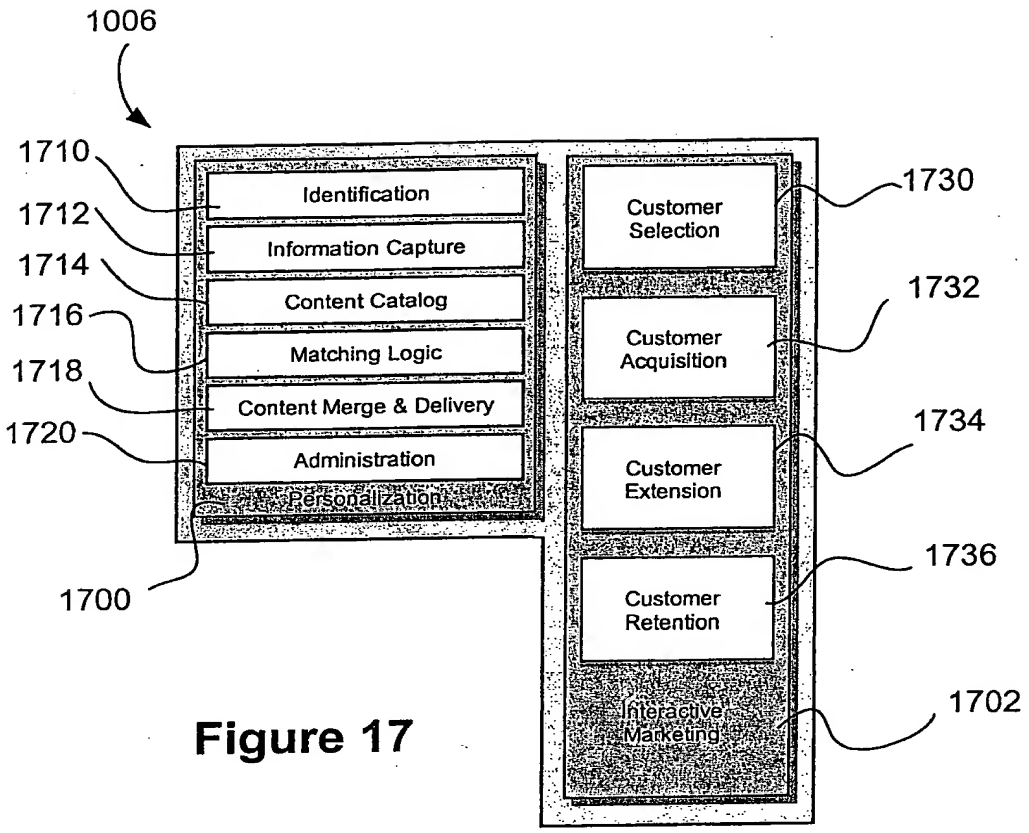

1600
IDENTIFYING A USER
1602
COLLECTING INFORMATION ABOUT THE USER
1604
BUILDING A PROFILE OF THE USER BASED ON THE COLLECTED INFORMATION
1606
MANAGING A PLURALITY OF DIFFERENT CONTENTS
1608
ANALYZING THE PROFILE AND THE CONTENTS IN ORDER TO MATCH ATTRIBUTES OF THE PROFILE OF THE USER AND ATTRIBUTES OF THE CONTENTS
1610
SELECTING THE CONTENTS WHICH HAVE ATTRIBUTES THAT MATCH THE ATTRIBUTES OF THE PROFILE OF THE USER
1612
DELIVERING THE SELECTED CONTENTS TO THE USER
1614
ALLOWING THE USER TO MANUALLY SELECT WHICH OF THE DELIVERED CONTENTS ARE DEPICTED ON A DISPLAY
1616
ALLOWING THE USER TO SELECTIVELY POSITION THE DELIVERED CONTENTS ON THE DISPLAY
1618

Figure 16



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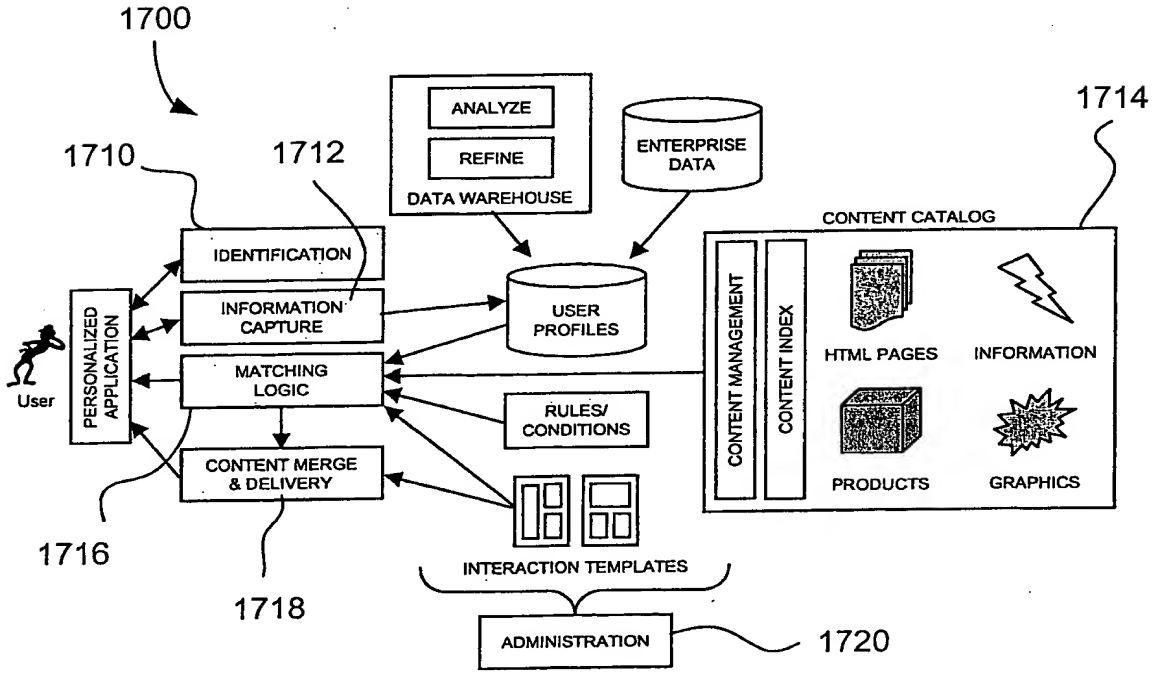
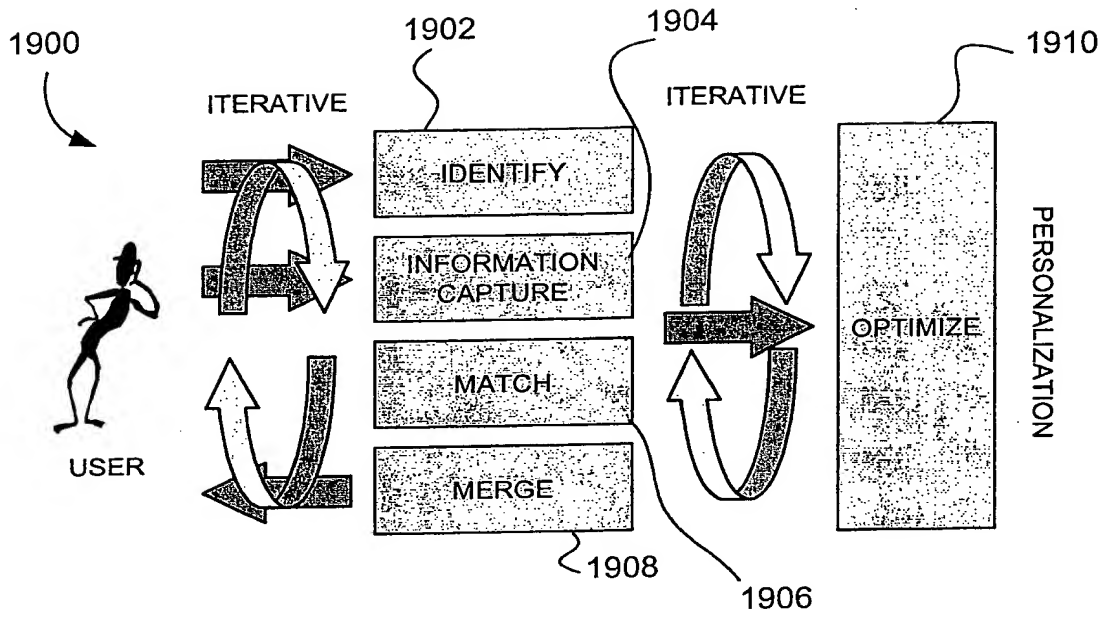


Figure 18



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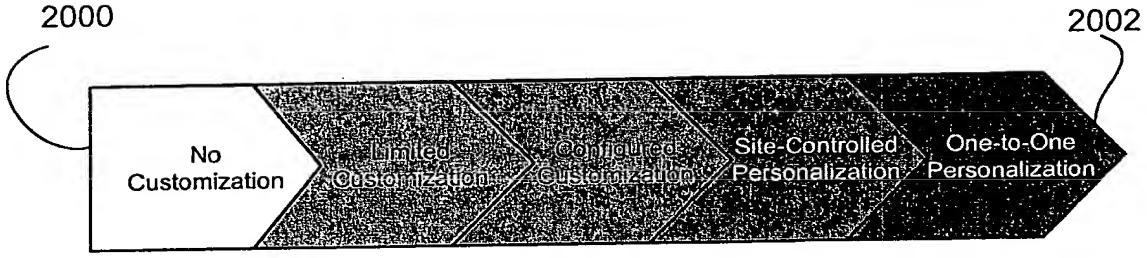


No personalization
Mass marketing
Standard product choices
Static in nature

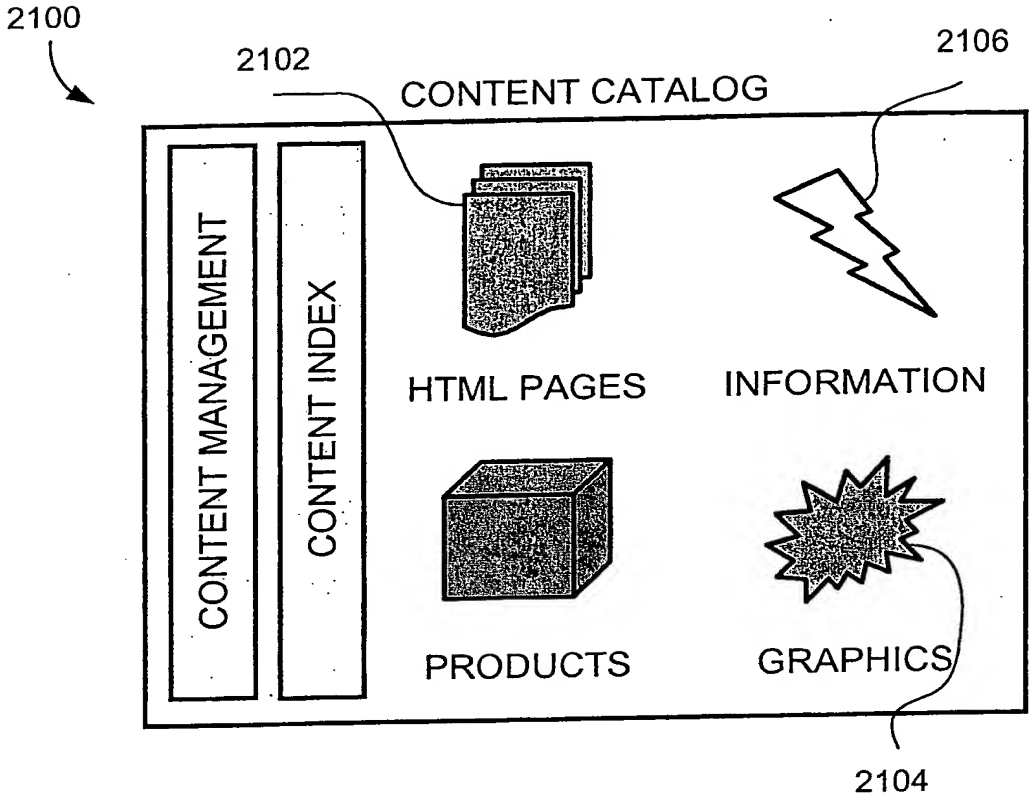
User-controlled (simple) personalization.
Targetted marketing
Limited product hoices geared to known/static demographics
Dynamic

Site-controlled personalization
Individual (real-time) marketing
Products configured to the individual
Dynamic/automated in nature

Figure 20

0048062.01400

09489052 - 012408



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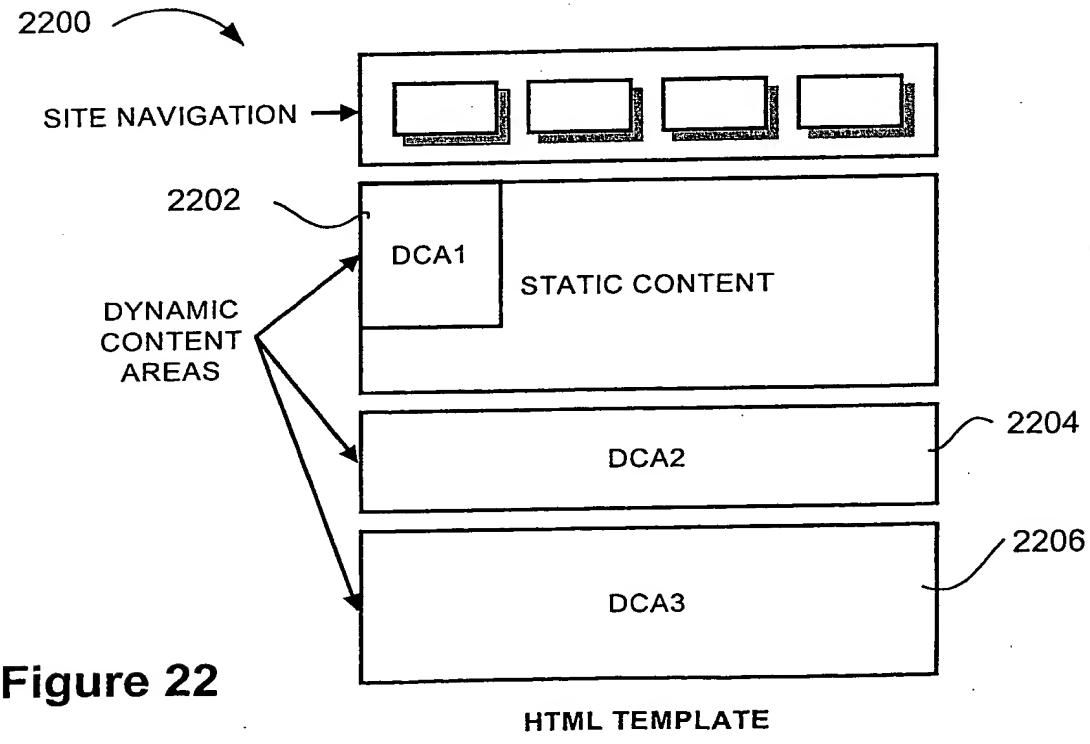
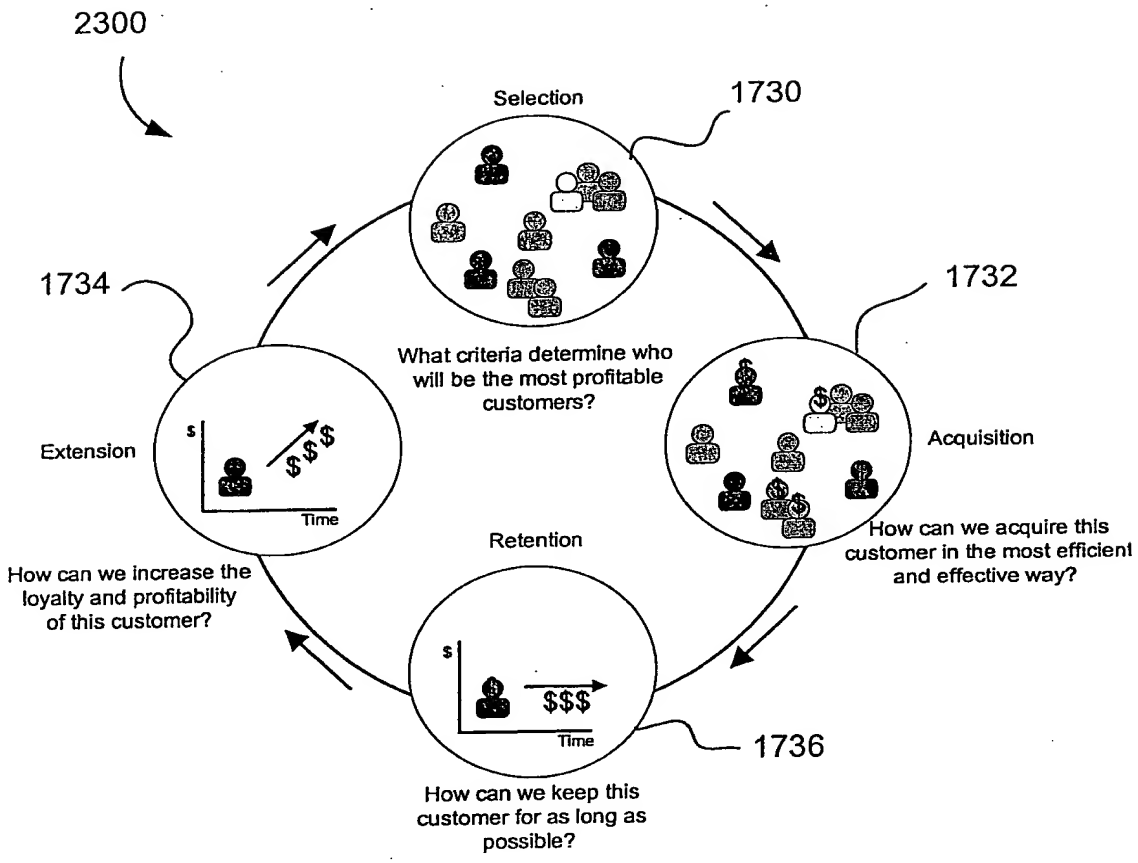


Figure 22



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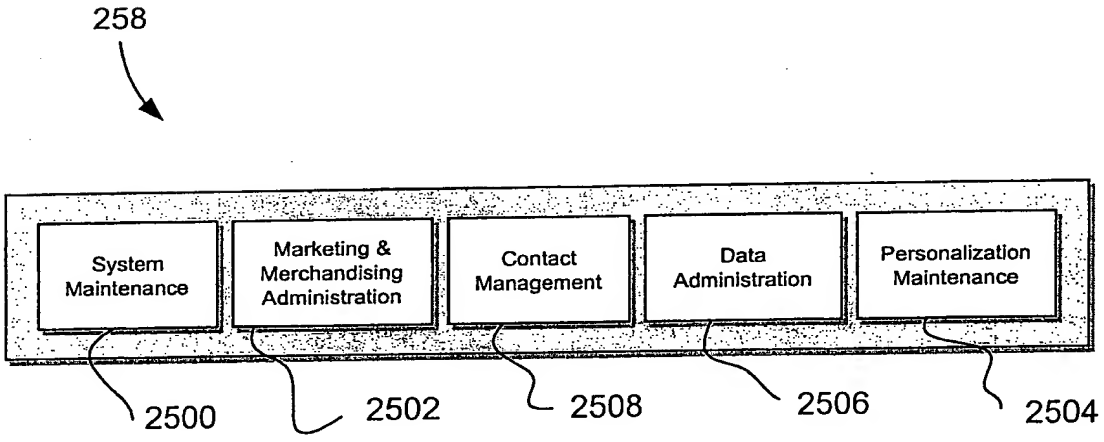

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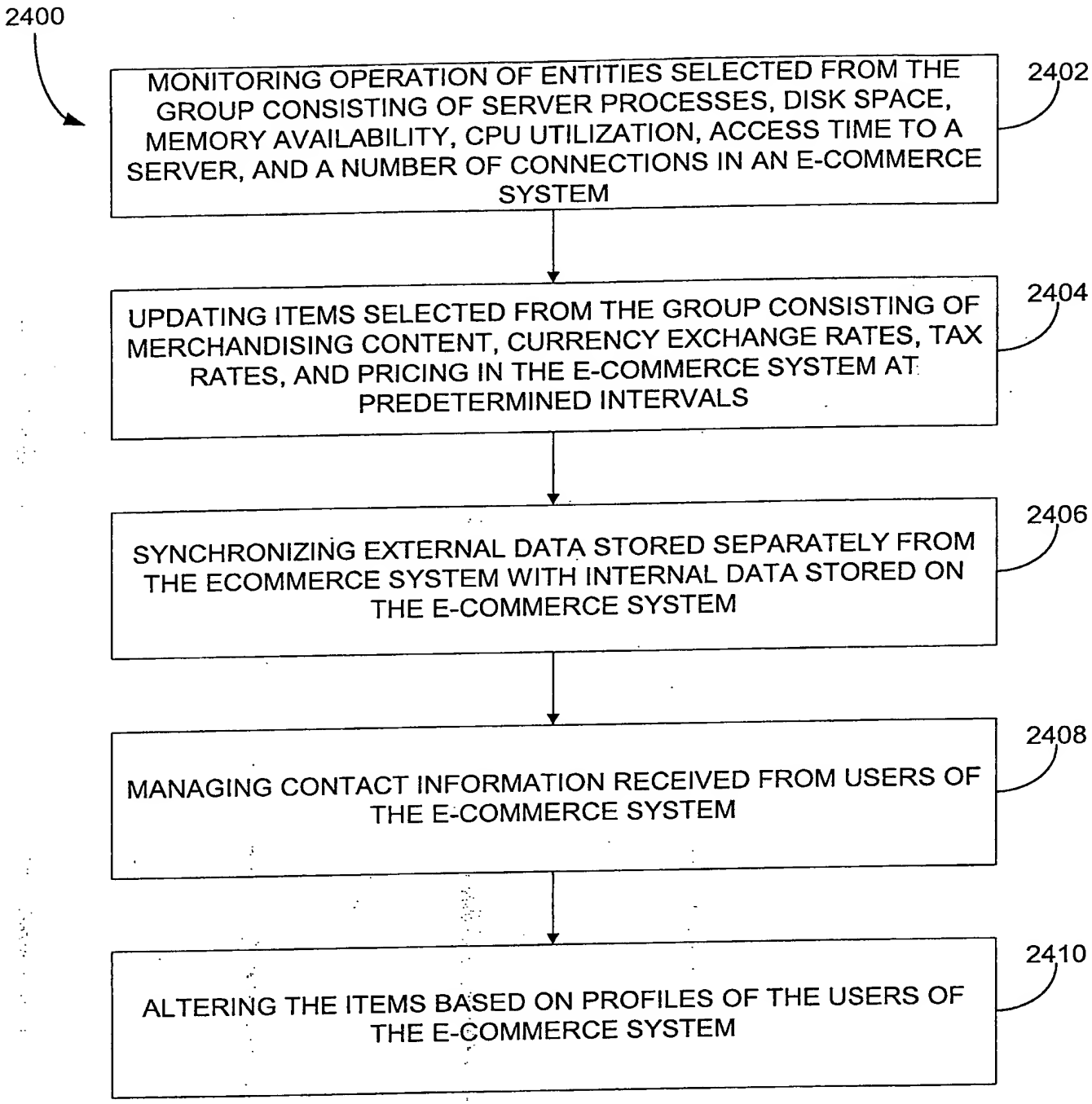

Figure 24

09483962 - 014400

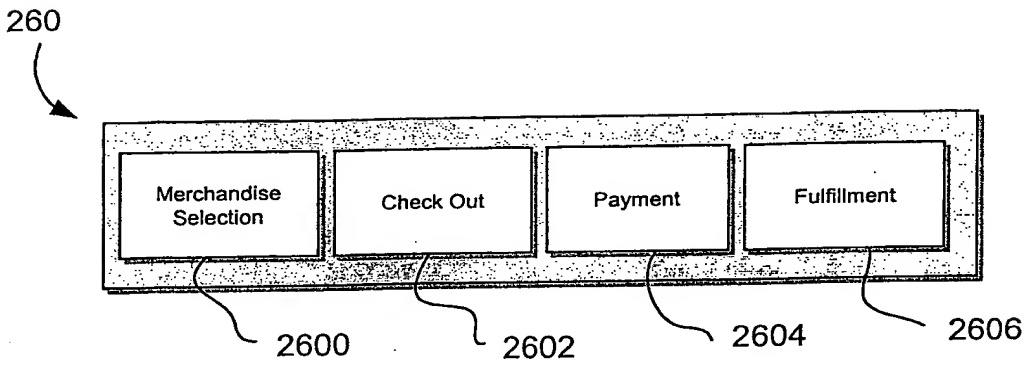

Figure 26

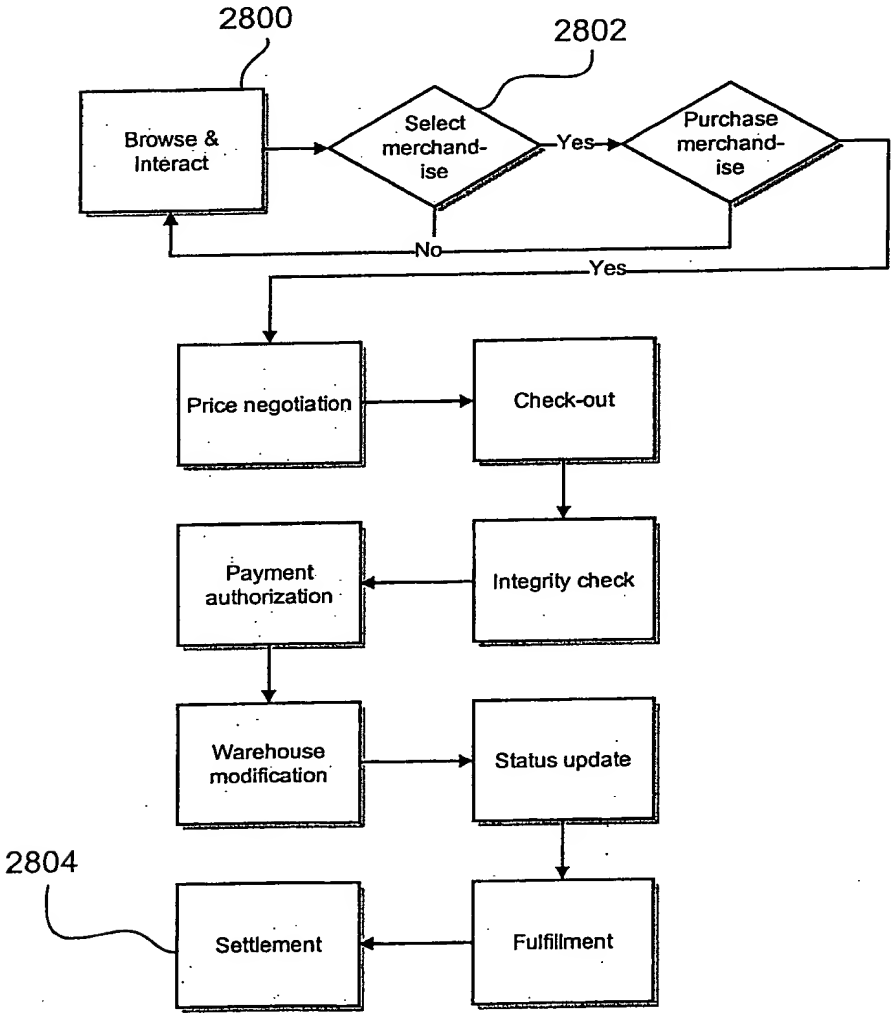

Figure 28

09438305 - 014400

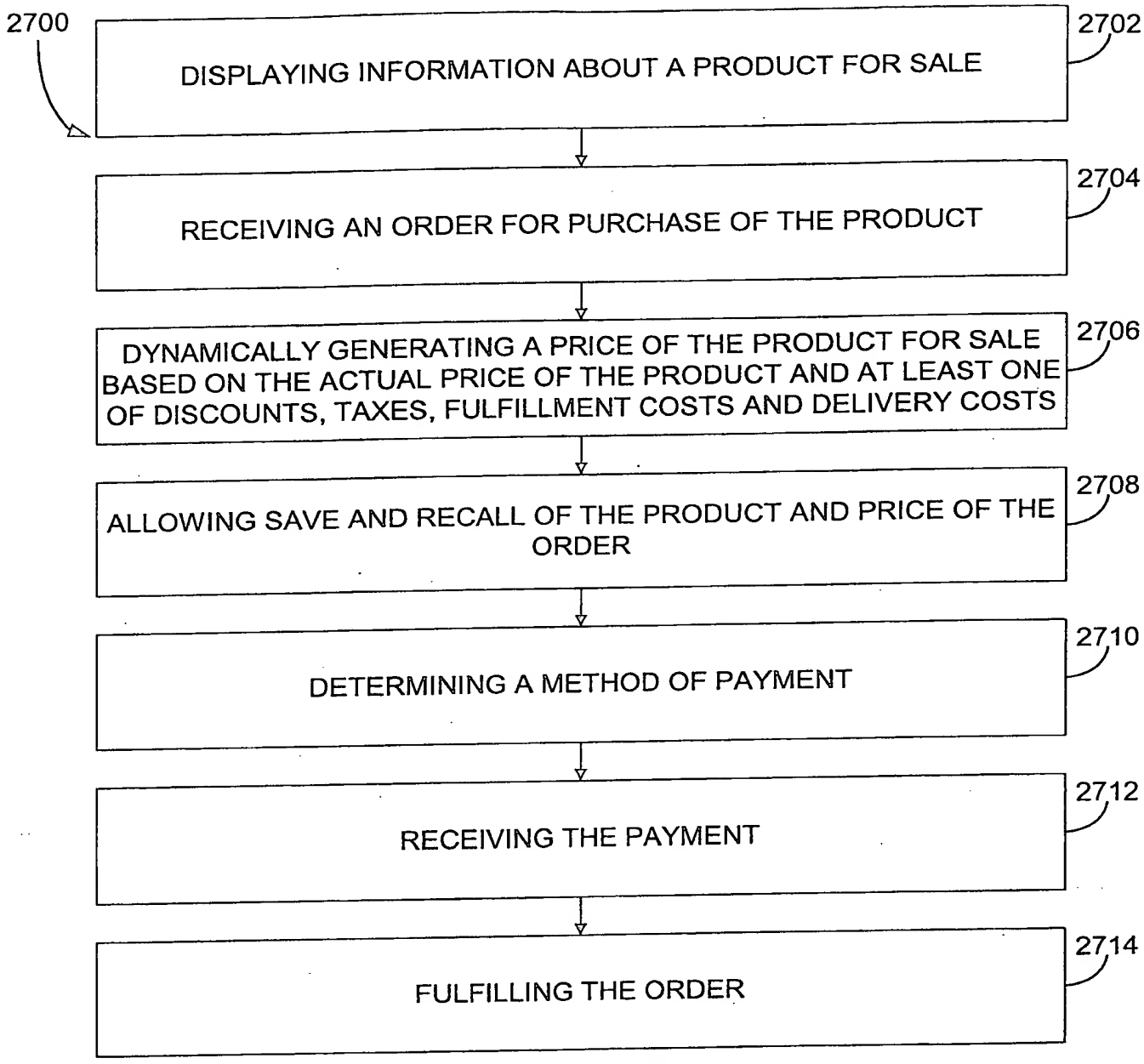

Figure 27

09483062 - 041400

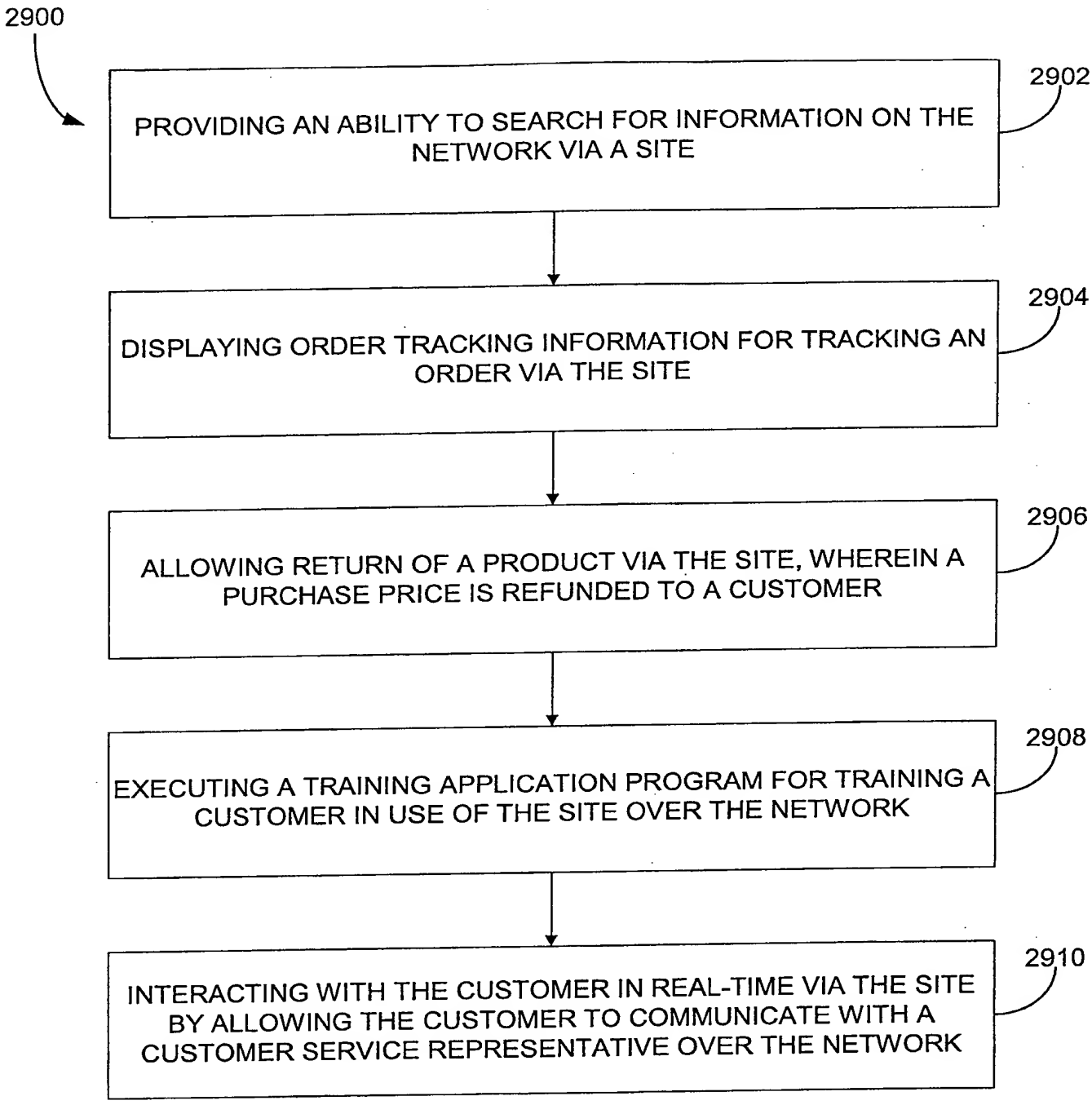

Figure 29

0043062-044400

09483062 - 044460

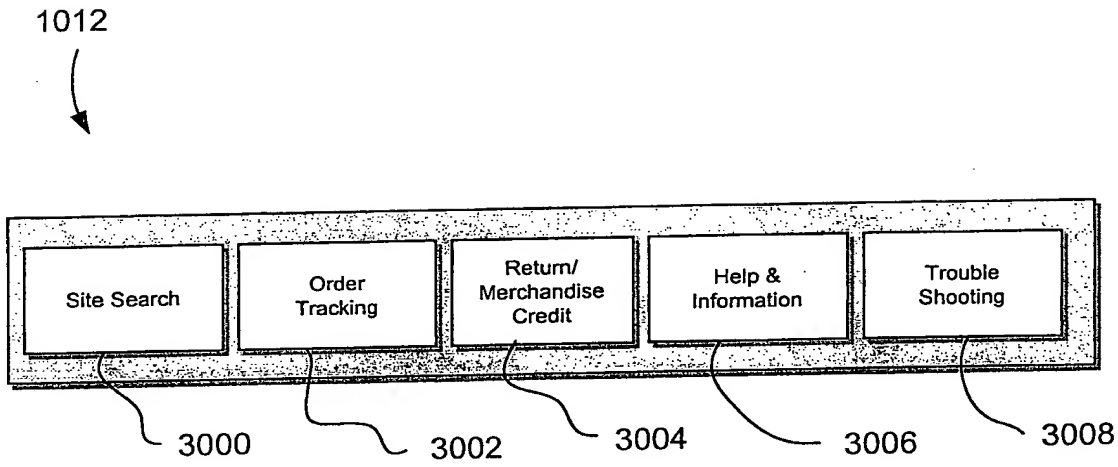

Figure 30

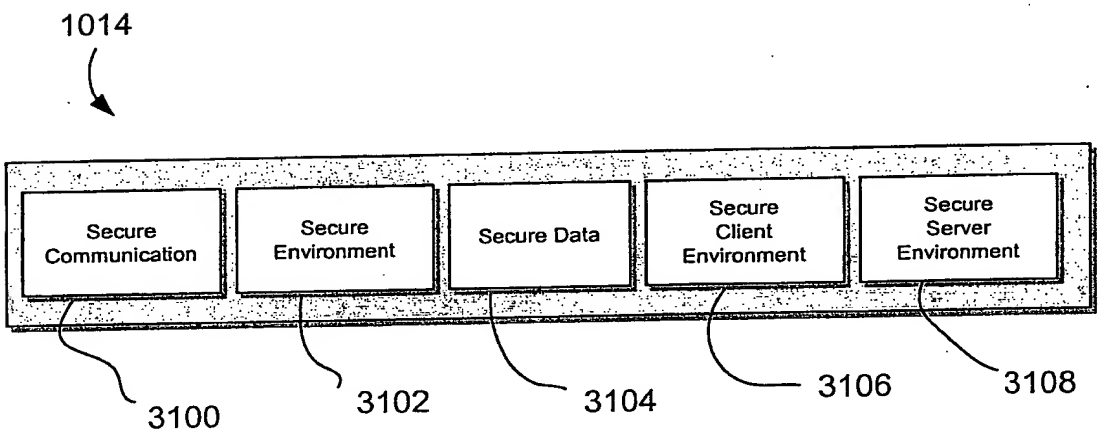

Figure 31

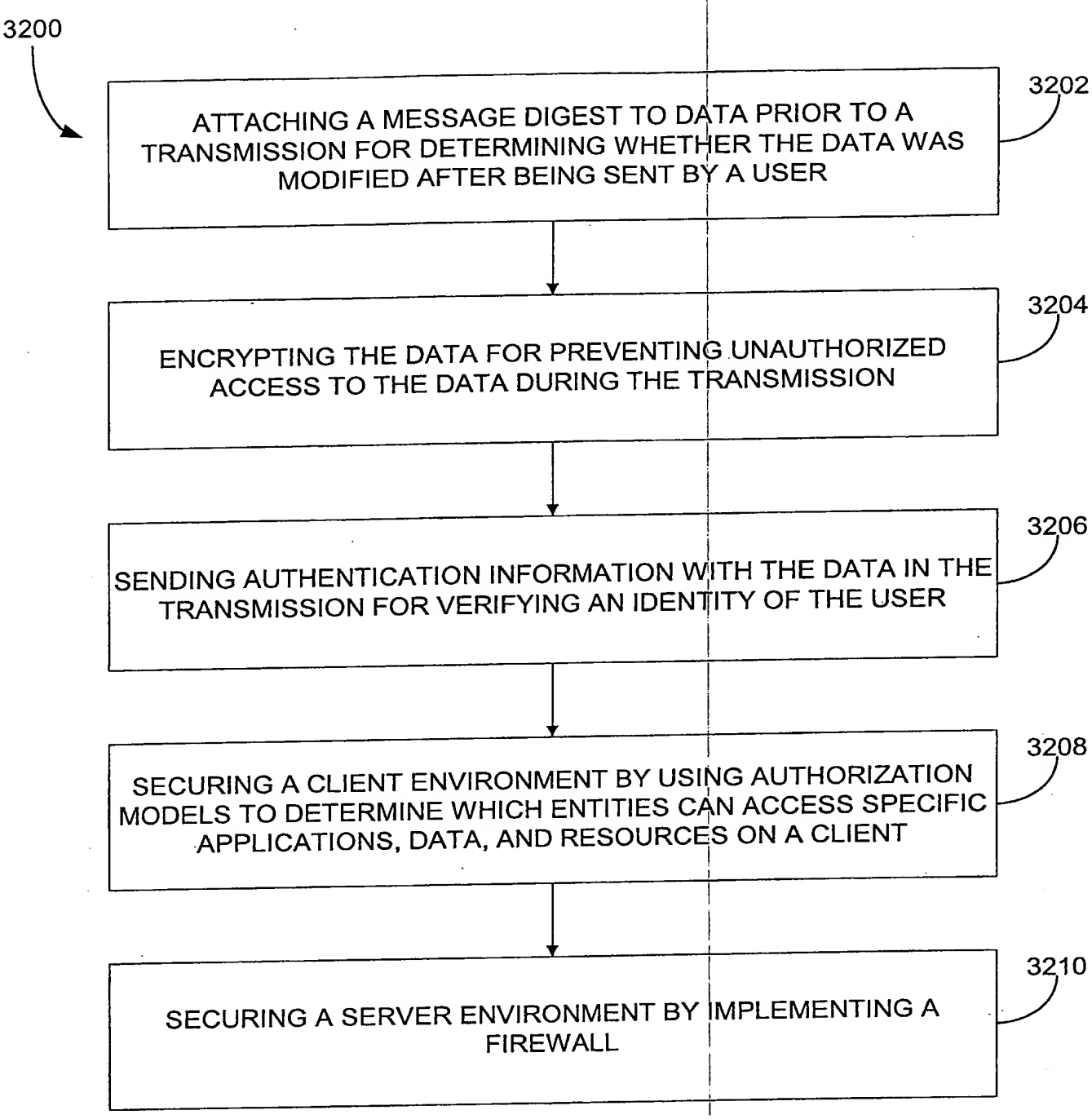

Figure 32

0948366 - 044406

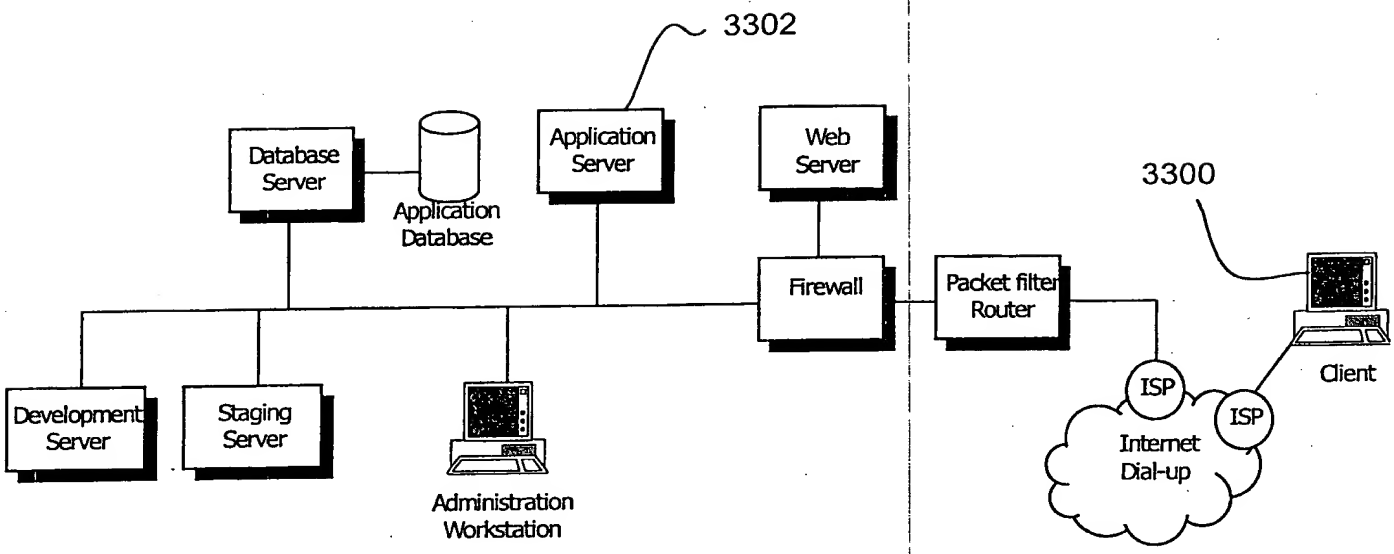

Figure 33

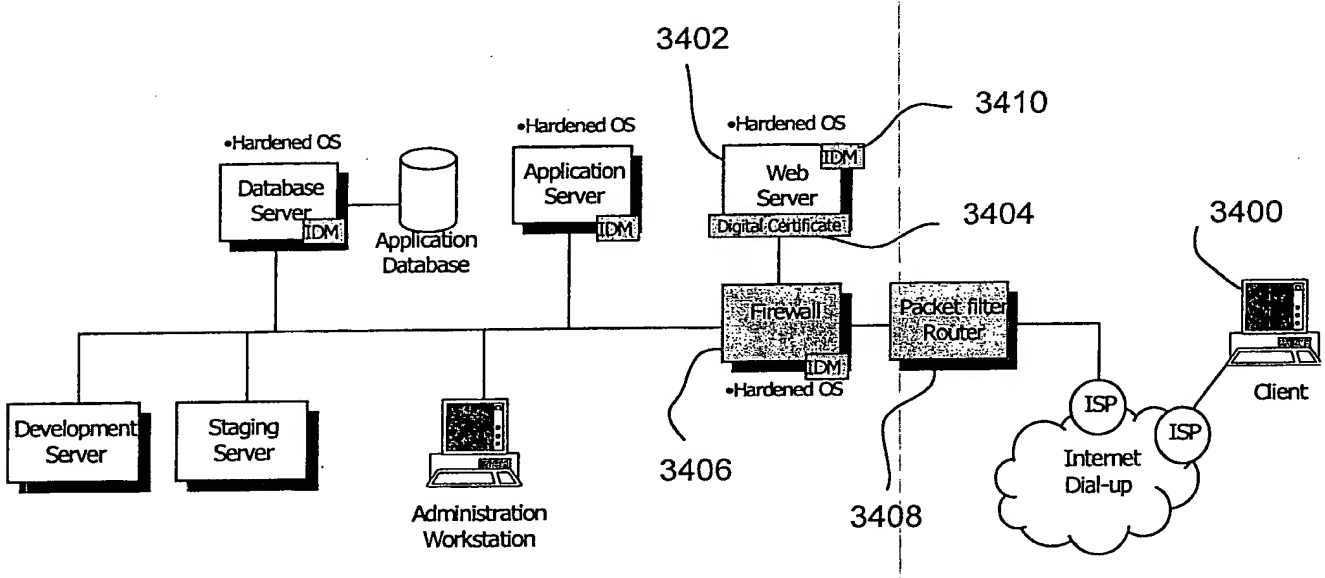

Figure 34

09483062 - 041406

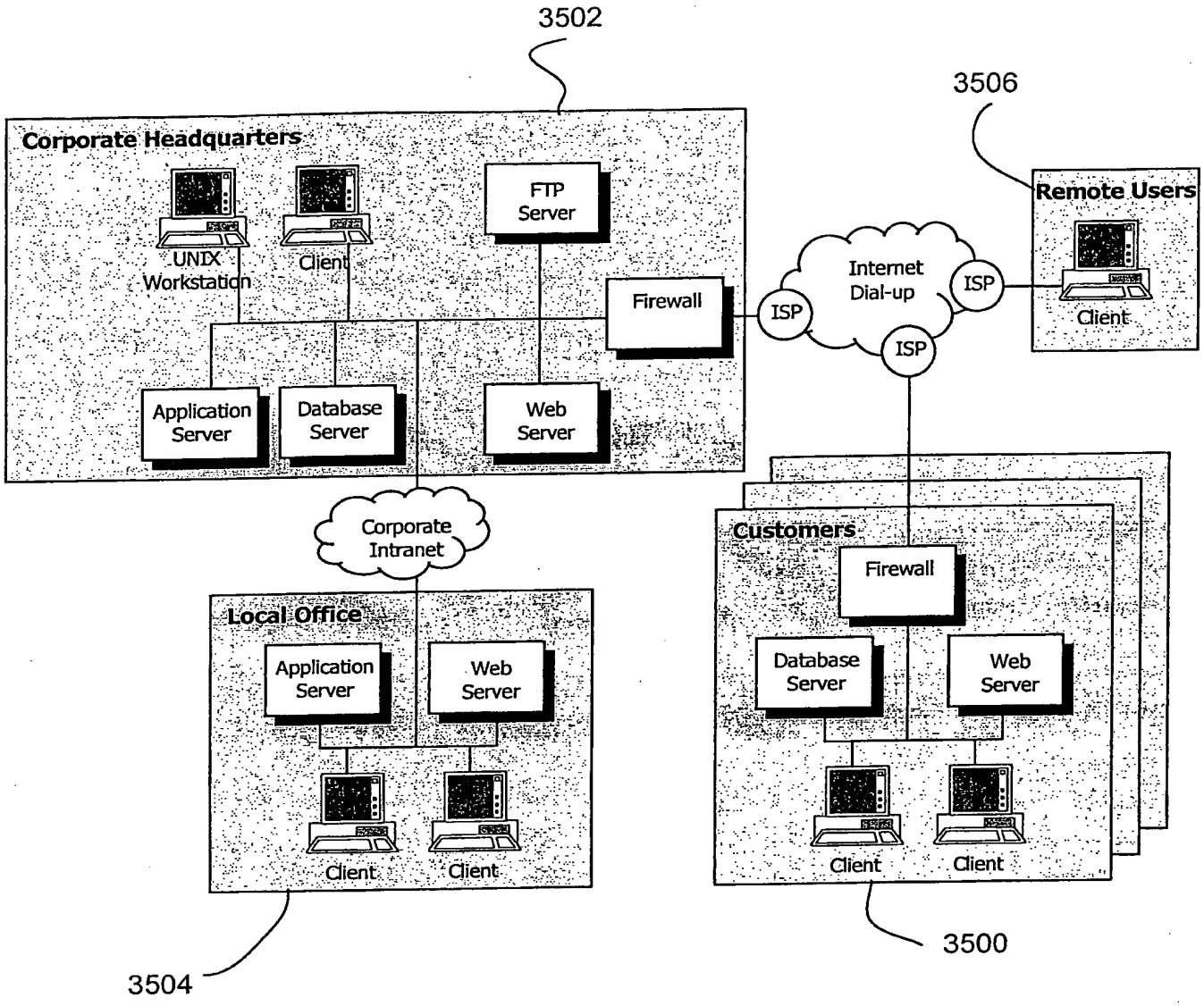
3502
3506
Corporate Headquarters
UNIX Workstation
Client
FTP Server
Firewall
Application Server
Database Server
Web Server
Internet Dial-up
ISP
ISP
ISP
Remote Users
Client
Corporate Intranet
Local Office
Application Server
Web Server
Client
Client
Customers
Firewall
Database Server
Web Server
Client
Client
3504
3500

Figure 35

05483065 - 01.4408

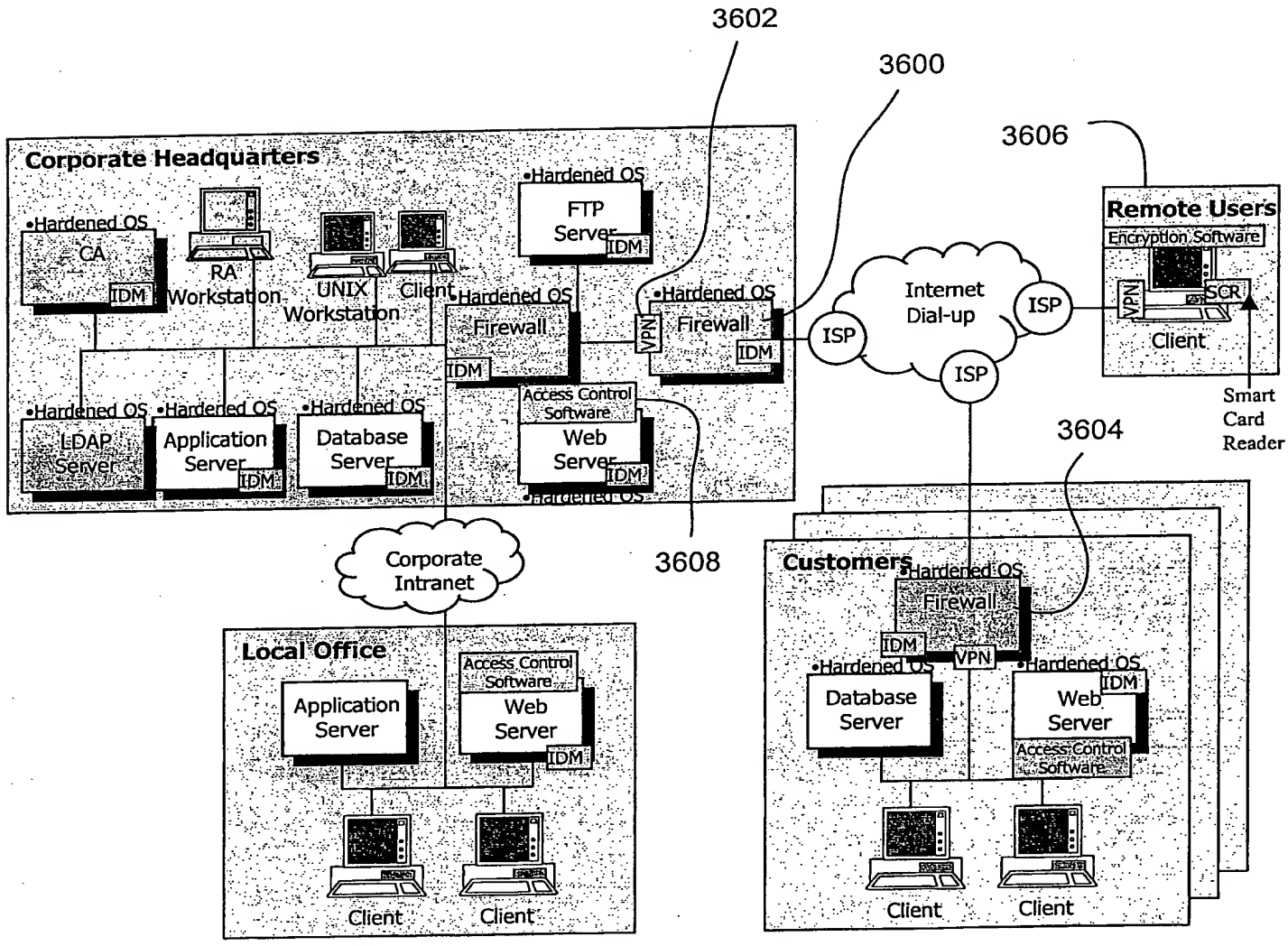

Figure 36

09484302 - 071400

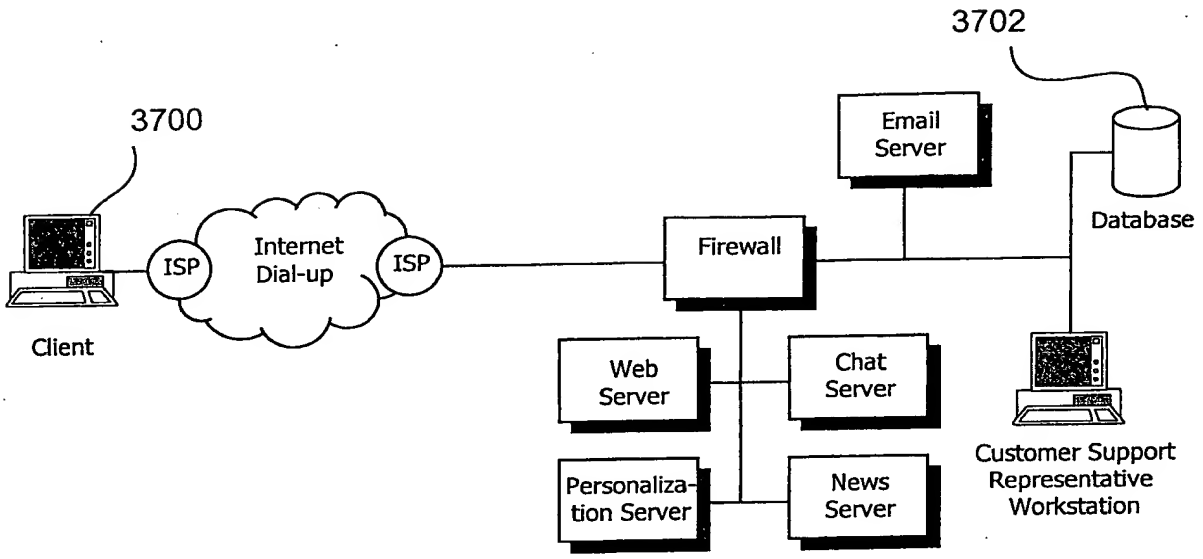

Figure 37

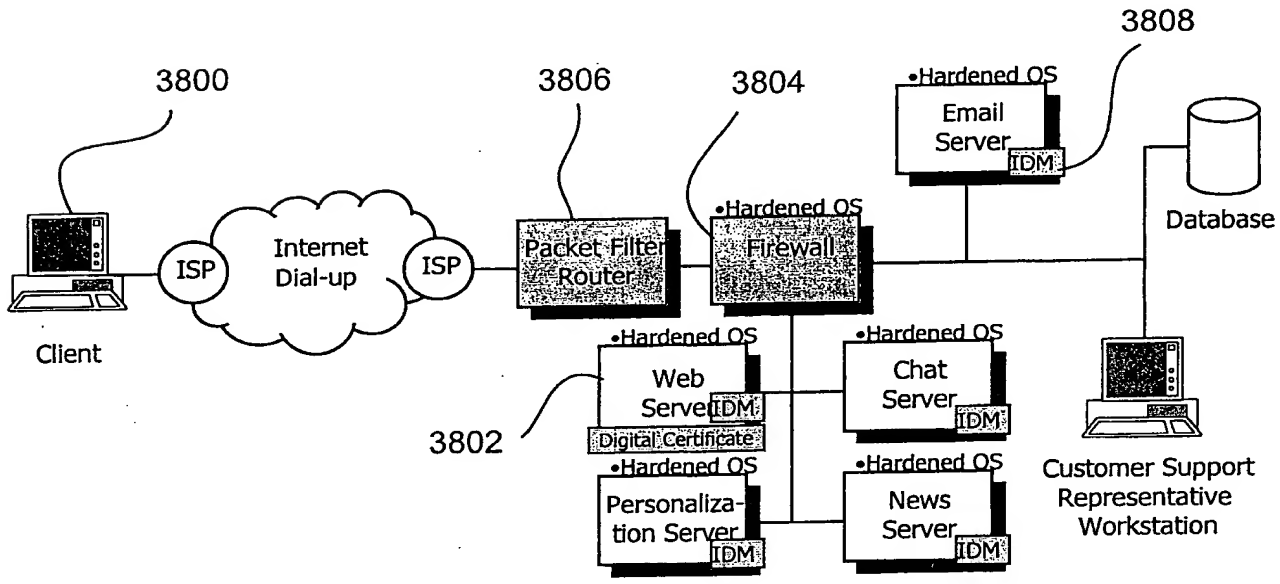

Figure 38

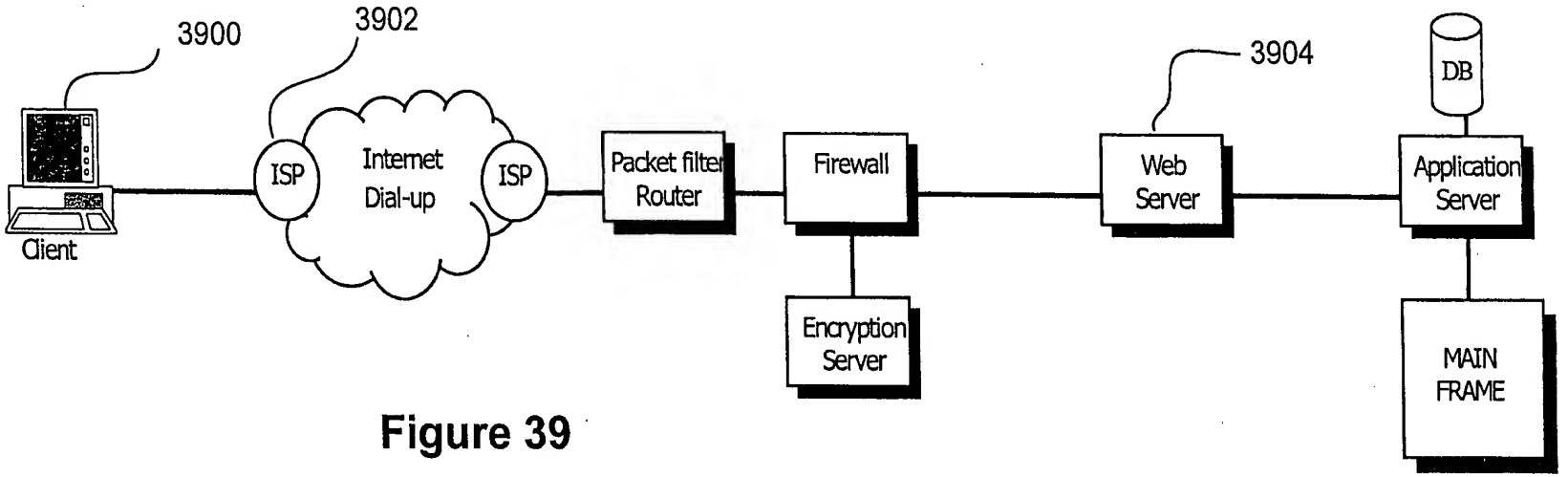

Figure 39

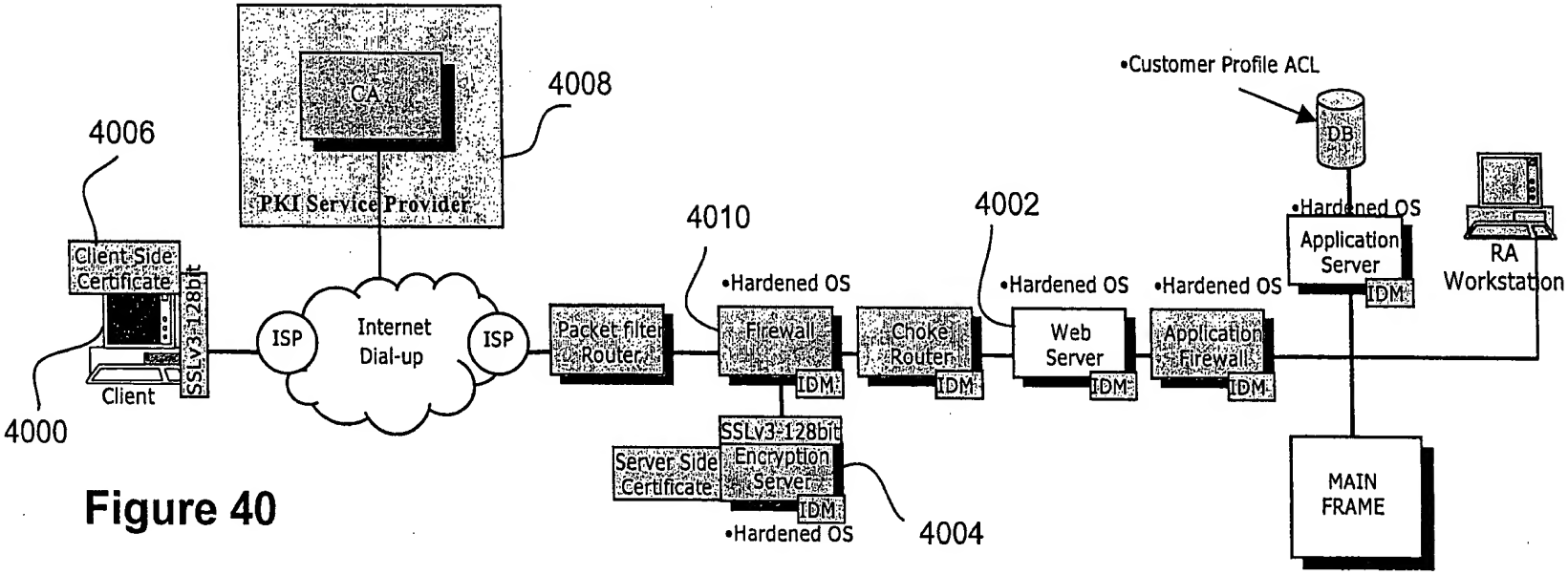

Figure 40

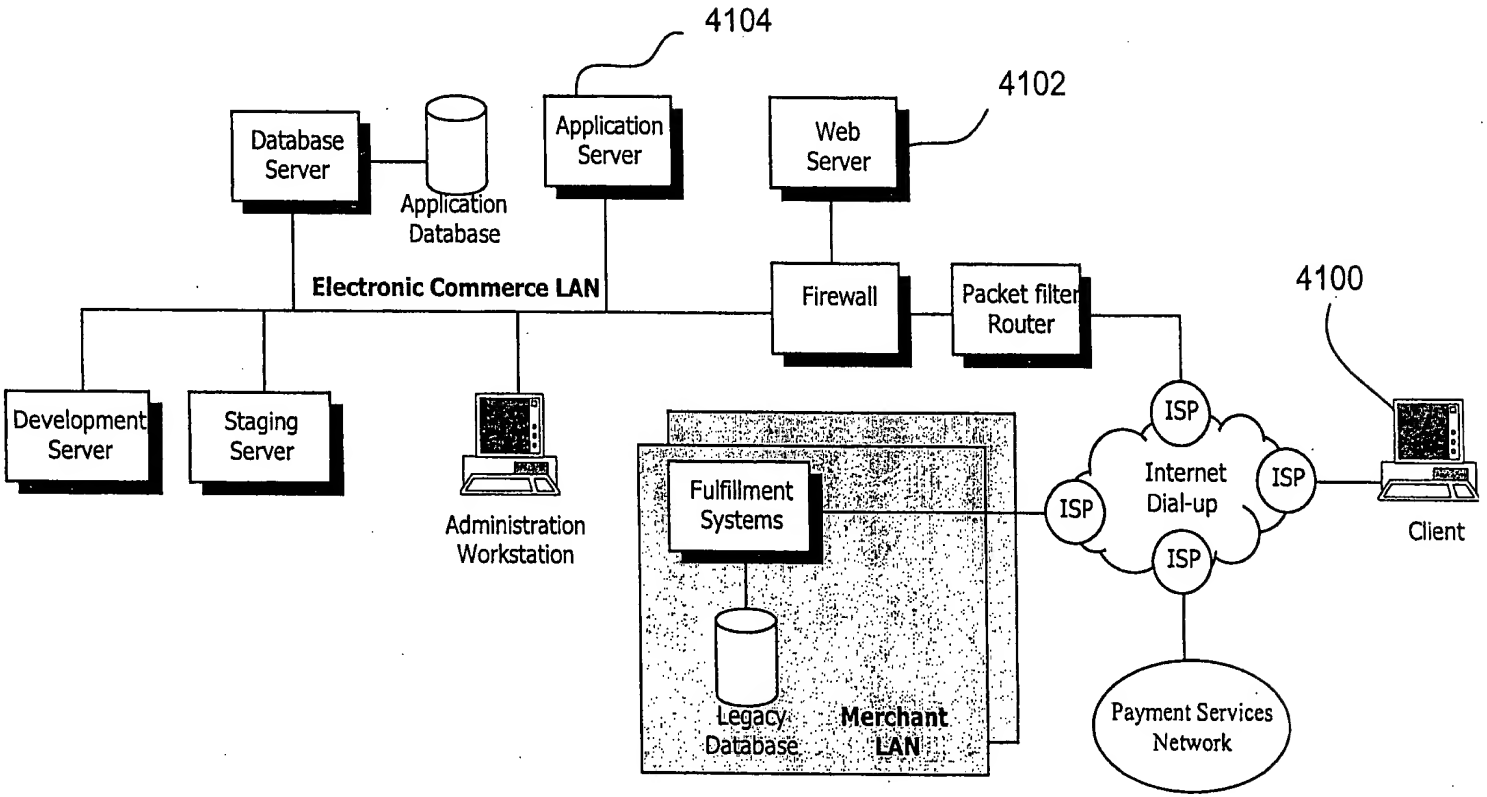
4104
4102
4100
Database Server
Application Database
Application Server
Web Server
Electronic Commerce LAN
Firewall
Packet filter Router
Development Server
Staging Server
Administration Workstation
Fulfillment Systems
Legacy Database
Merchant LAN
ISP
ISP
ISP
ISP
Internet Dial-up
Client
Payment Services Network

Figure 41

00hTTO" 2902Bh60

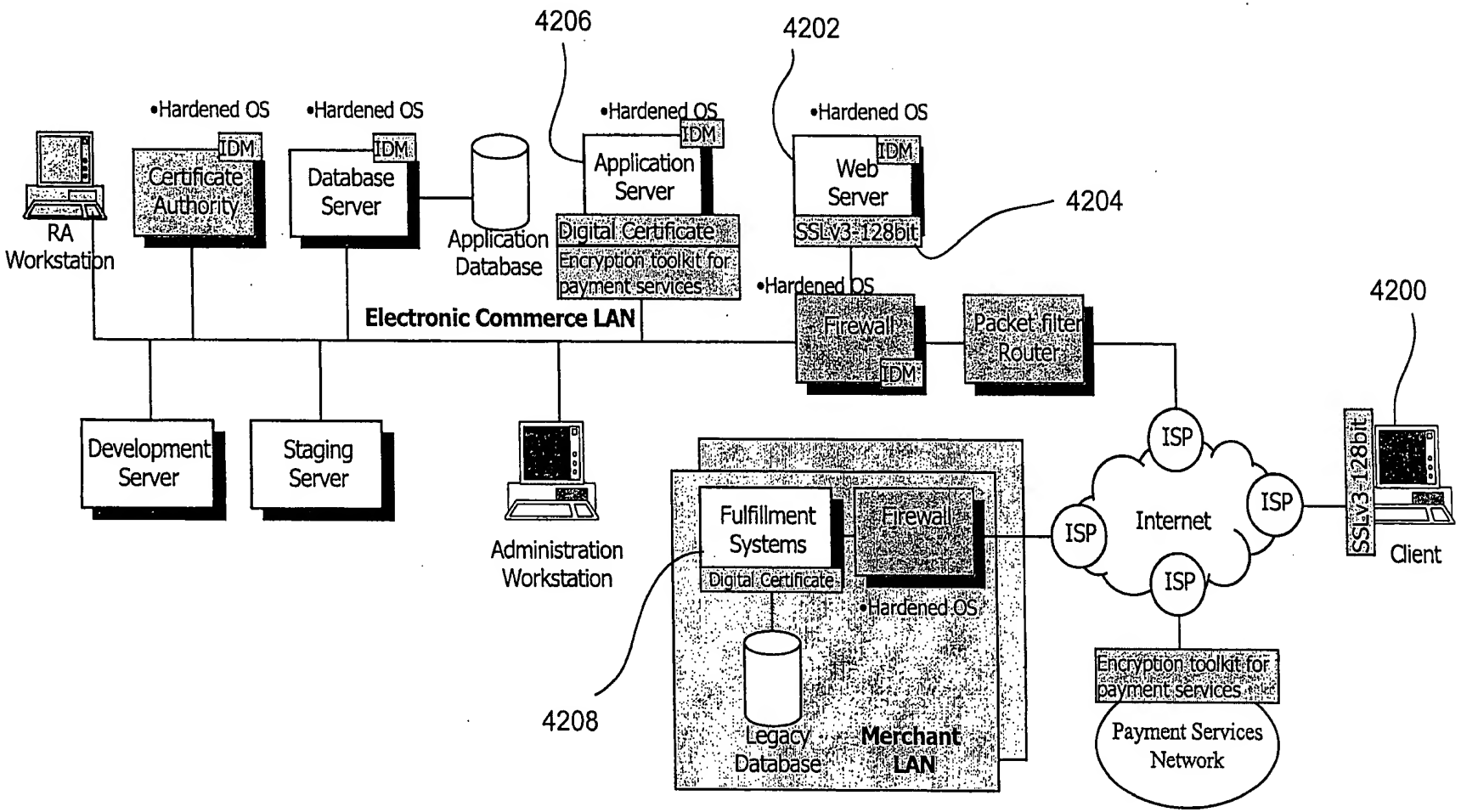

Figure 42

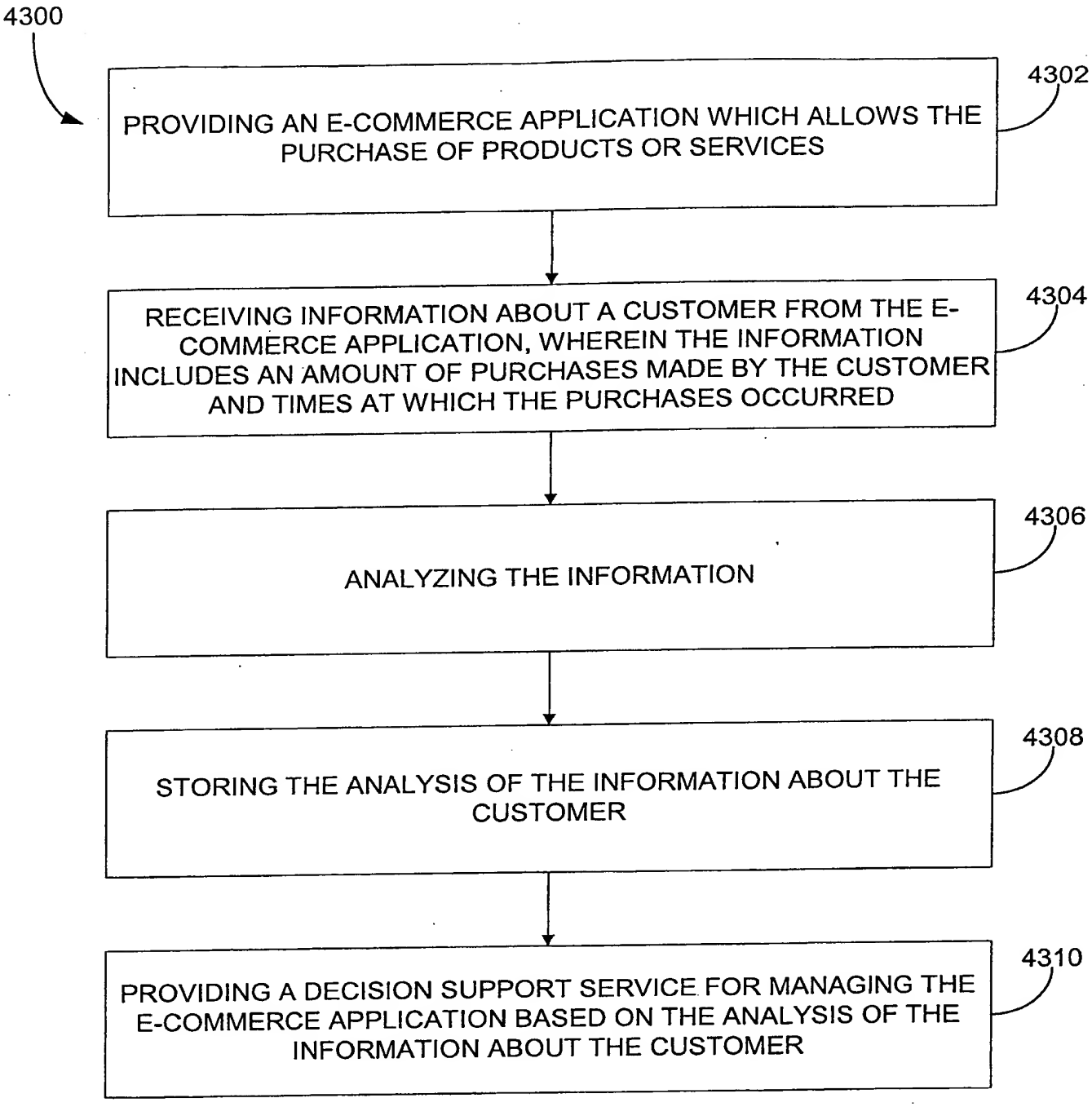

Figure 43

0948306v2 - 014400

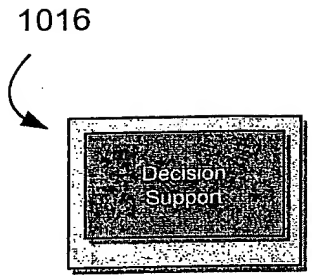

Figure 44

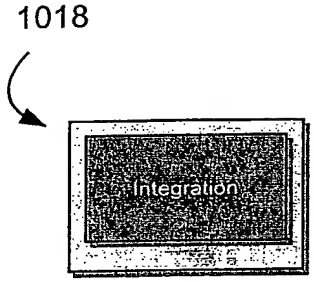

Figure 45

09483062 - 024400

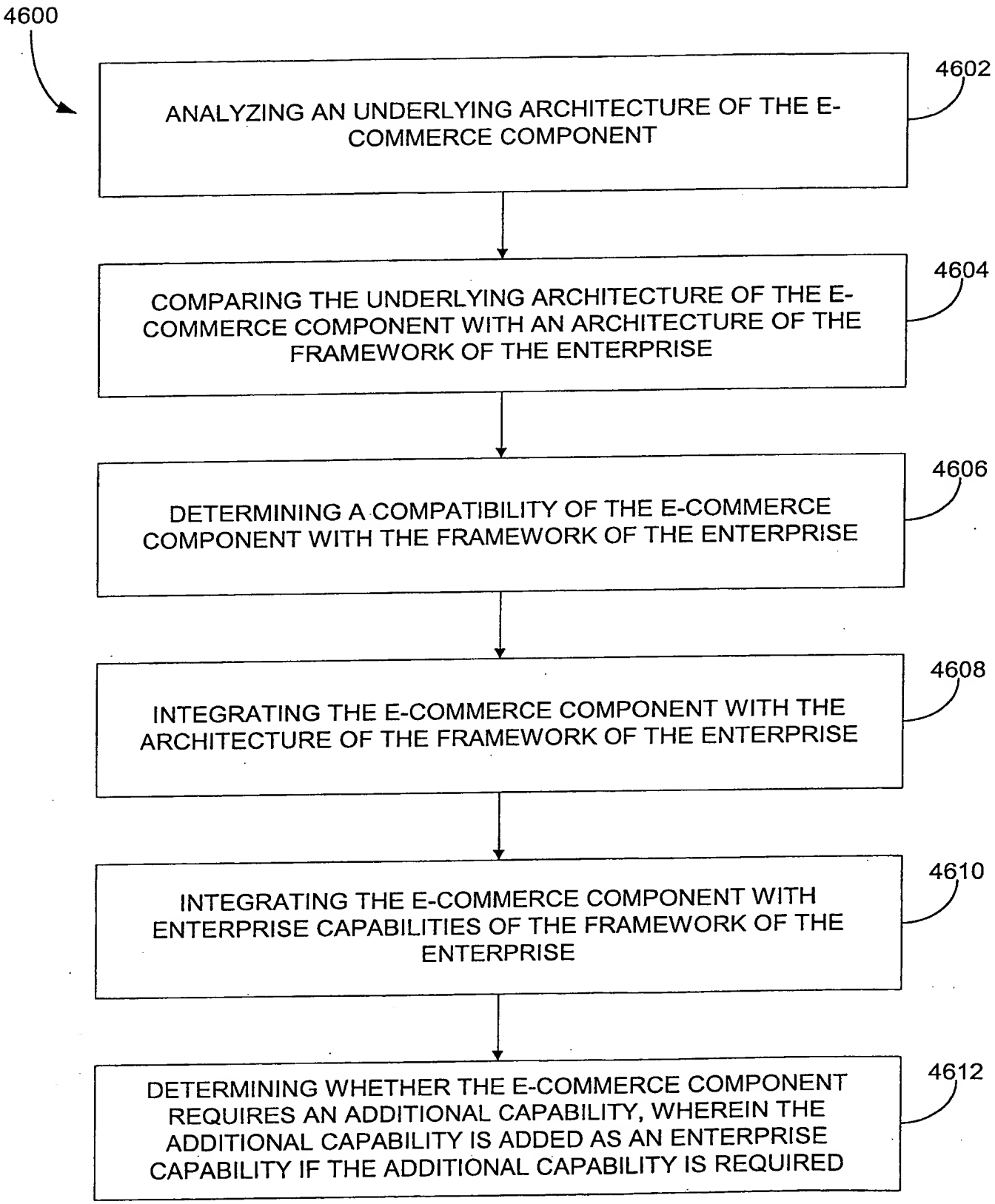

Figure 46

09483062-071400